

LIFE



EDEN OF ETON

APRIL 4, 1938

10 CENTS

15 CENTS IN U.S. TERRITORIES
& POSSESSIONS AND CANADA

YOU CAN DEPEND ON CHAMPIONS

FOR SPIRITED ENGINE PERFORMANCE

When an outboard racing driver guns his eager, whining mount across the starting line, his hopes are firmly pinned on a few all-important factors in his engine—not least among them spark plugs—to see him first across the finish line.

Like most racing drivers who look only for the utmost in dependability and performance from their spark plugs, the champions of outboard racing, almost without exception, use Champions exclusively. Douglass C. Fonda, sensation

of the 1937 outboard racing season, achieved a record such as has never before been compiled by a single driver in one year. Winner of three national awards, he always uses Champions "because of their absolute dependability."

Every engine, whether automotive, aircraft, marine, truck, tractor or stationary, will perform better with Champion Spark Plugs. 27 years of ceaseless engineering and research, devoted exclusively to the constant betterment of the one product

manufactured by Champion, have made this a fact. Demand Champions for your car because you can depend on them. Wherever you find good service you will find a Champion dealer.

CHECK AND CLEAN SPARK PLUGS WHEN YOU CHANGE OIL



AN INVITATION FROM U.S.A.'s No. 1 HOUSEKEEPER



Margaret B. Sharar is Assistant Manager in charge of Housekeeping and Decoration of N. H. M. Hotels.

From Our Book of Permanent Set-ups

HOUSEKEEPING DEPARTMENT

Clean blankets and sterilize all rugs regularly. Change bath-mat for every guest daily. Inspect nineteen points in all rooms daily.

OUR MRS. SHARAR invites you to stop at an N.H.M. Hotel, to enjoy the sparkling cleanliness. The cheerful comfort. *And then to take a trip "behind scenes"!*

It will be a revelation! You'll see maids attending school. Bellmen lined up for inspection of uniforms, hands, cigarette lighters.

You'll be told about the 2,000 "set-ups," or rules, that run our hotels.

It's a "set-up," for example, that our transportation clerk reminds you—20 minutes ahead of time—when your train is leaving. That guests receive cakes on their birthdays. That every complaint is referred to me.

We sincerely hope you'll accept this invitation, and see how *perfection of detail* results in the finest hotel service you've ever known.

Ralph Hitz
RALPH HITZ, President
National Hotel Management Co., Inc.



Under Mr. Hitz's direction, Mrs. Sharar established the N. H. M. training school for maids—first in hotel history.



After proving her ability...learning her "set-up"...passing her tests—the maid is ready to clean your room.



Here's one of her "set-ups": all telephones must be disinfected regularly. This is a typical N. H. M. service.

ALWAYS STOP AT N.H.M. HOTELS

National Hotel Management means BETTER SERVICE to You

THE HOTEL NETWORK

Streamlined for Service!

IN NEW YORK • Hotel New Yorker... George V. Riley, Manager. Private tunnel to Pennsylvania Station; 2500 rooms with tub and shower bath. Rates from \$3.50.

IN NEW YORK • Belmont Plaza... John H. Stember, Manager. Lexington Avenue at 49th Street. 800 rooms from \$3.00. Home of the famous new Glass Hat.

IN CINCINNATI • Netherland Plaza... Max Schulman, Manager. 800 rooms from \$3.00 a day. Enjoy the Restaurant Continentale and Pavillon Caprice.

IN DETROIT • Book-Cadillac... W. O. Seelbach, Manager. 1200 quiet, beautifully furnished rooms from \$3.00 a day. Esquire Room and Book Casino.

IN CHICAGO • Congress Hotel... John Burke, Manager. On Michigan Blvd., overlooking lake. Big rooms from \$3.00 a day. Famous Congress Casino.

IN DAYTON • Hotel Van Cleve... C. J. Fitzpatrick, Manager. 300 modern, homelike rooms, from \$2.50 a day. You'll enjoy the smart new Mayfair Room.

IN DALLAS • Hotel Adolphus... Otto Schubert, Jr., Resident Manager. 825 rooms from \$2.50 a day. Glamorous new Century Room. 300 rooms fully air-conditioned.

IN MINNEAPOLIS • Hotel Nicollet... Neil R. Messick, Manager. 600 large, modern rooms. From \$3. New Minnesota Terrace and Jolly Miller Cafe.

IN NORTH CONWAY, N. H. • Eastern Slope Inn... Carl O. Randall, Manager. Winter and Summer sports center of New England. Rooms from \$7.50 per day American Plan.



This One



2WCO-UE1-5WL3

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The Cleaning Ensemble is New. Instead of attacking your cleaning with whisk brooms, mops, brushes, dust cloths and cleaner, you now find all needed equipment in a simple, compact Hoover Cleaning Ensemble. Light brushes and extension tubes—to save climbing and stooping are in a Handy Cleaning Kit, included in the Ensemble.



Instead of Dusting. The newest cleaners change instantly from rug to furniture cleaning, removing dust from chairs, draperies, lamp shades with suction brushes. Tools are connected while motor runs. No belts to remove. Exclusive patented feature of Hoover Cleaning Ensembles.

● There is just one way to get all of these new cleaning conveniences—and that is in a Hoover Cleaning Ensemble. Try this modern and beautiful cleaning equipment, in your own home, through the courtesy of your local Hoover dealer. His neighborhood Hoover representative will show you how to make short work of cleaning. You can buy a Hoover for as little as \$49.75. The new Model 25 Cleaning Ensemble illustrated is: Cleaner

WHAT'S NEW IN *Cleaners*



Look for New Lightness. For finger-touch lightness and easy carrying, cleaners are being made of the new airplane metal, magnesium— $\frac{1}{3}$ lighter than aluminum. Hoover Cleaning Ensembles are the only cleaners using this metal.



New Ways To Do Old Jobs. With a Hoover Cleaning Ensemble you can get dog hairs out of rugs—moth eggs out of chair crevices—see dirt in dark places (electric Dirt Finder)—adjust cleaner to any thickness rug—clean silk lamp shades—get clothes-soiling dirt out of upholstery—clean clothing, bare floors, linoleum.



New Beauty Treatment for Rugs. Cleaning with a Hoover Ensemble brings out hidden color by bringing out hidden dirt. Makes fabric look richer by raising nap. Hoover's patented Positive Agitation works this miracle. Also guaranteed to prolong the life of rugs, by getting out grit.

HOOVER
REG. U. S. PAT. OFF.
Cleaning Ensembles

alone, \$65.00; Cleaning Tools, \$14.50. Only \$1.25 a week, payable monthly, with small carrying charges. Also, see the One Fifty Cleaning Ensemble, the finest Hoover made.

LETTERS TO THE EDITORS

Durbin Admirers

Sirs:

Thanks a million for the liveliest picture ever printed in LIFE—that full-page photograph of Deanna Durbin (LIFE, March 14). I'm framing it and redecorating my room around the picture.

JAY GORDON

Marin Junior College
Kentfield, Calif.

Sirs:

Is Deanna Durbin going steady? If not give her this address:

Donald Lawrence, Marshall Road,
Coldwater, New York.

Thanks.

DONALD LAWRENCE

Rochester, N. Y.

● Deanna Durbin has no "steady."—ED.

Sirs:

Deanna Durbin is the most beautiful girl in the world.

J. M. LATIMER

Anderson, S. C.

Sirs:

Several of my friends who are Deanna Durbin fans wish to thank you for her recognition in LIFE.

However, we were left slightly worried by the very obvious tired look around the eyes in the unposed portraits. Can LIFE attribute this to photographer's shadow, or is this splendid little trouper not being given proper care?

MILDRED ARNHEIM

Draper, N. C.

● Deanna Durbin has been working four hours a day, six days a week, with few vacations, for the last year and a half.—ED.

Two Choirs

Sirs:

A picture in LIFE, March 14, shows Deanna Durbin singing with choirboys in *Mad About Music*. You say these choirboys are from St. Luke's Church of Long Beach, Calif. Well! I disagree with you. I have seen this picture and wish to inform you that the choirboys seen in the picture are named in the cast as the "Vienna Choir Boys." Which is which?

WILLIAM PELLEGRINO

Brooklyn, N. Y.

● The choirboys seen in the movie are those of St. Luke's. The voices heard, however, are those of the famed Vienna Boys Choir. The Vienna troupe was in Hollywood just long enough to record for the sound track. The St. Luke's boys therefore allowed their faces to be used without their voices.—ED.

Artists in Mud

Sirs:

In your March 14 issue, on page 53, you illustrate a Southard School boy fingerpainting, which "gives him an opportunity to express his phantasies and feelings, makes him happy. It is also an excellent and acceptable sublimation of a universal wish to play with mud."

It might interest your readers to know that the earliest known representations of art (about 35,000 B.C.), engraved or painted meanders, often called "macaroni," were found in the Spanish caves of Hornos de la Peña and La Pileta. These meanders were probably made at first with the fingers on the soft, clayey cave walls, then later with a pronged instrument.

It has been suggested that Man saw the marks made by cave bears in sharpening their claws and tried to copy them.

These claw marks, sometimes overlapped by the early Paleolithic (Old Stone Age) paintings, are common in the prehistoric caves of southwestern France and Spain. Thus modern fingerpainting is really the same as the earliest expression of the artistic sense.

HENRY FIELD

Field Museum of Natural History
Chicago, Ill.

● Dr. Field, leader of many archeological expeditions, has studied the fingerpainting in the Spanish caves at first hand.—ED.

Gargantua & Doubles

Sirs:

Did anyone notice the startling resemblance between LIFE's gorilla of March 14, "Gargantua the Great," and the idol of American youth, Joe Louis?

J. D. BENNETT

Pittsburgh, Pa.

Sirs:

The picture of Gargantua the Great on page 21 is the most remarkable likeness I have ever seen of Jimmy Foxx, double-barreled slugger and first baseman of the Boston Red Sox.

JAMES CONLAN

Cambridge, Mass.

Sirs:

Your photographer, Al Burgert, should be congratulated on his pictures of Gargantua. Using the same model he has produced doubles of two men very closely related in public life.

The centre picture in the bottom row on page 20 is a wonderful likeness of "Smiling Frankie" Roosevelt just after reading Mr. Baruch's remarks to the Special Committee to Investigate Unemployment and Relief (inwardly perturbed at the impertinence but still flashing that old salesman toothy smile for his subsidized public).

The picture on page 21 is very much like the old maestro John L. Lewis, getting ready to call Mr. Green some more names (that sturdy chin, them flashing eyes, them flowing locks).

PAT HENRY

Alhambra, Calif.

Sirs:

May I compliment you on the wonderful composite photograph on page 21 with the body of Herr Göring and the face (especially eyes and jaw) of Il Duce. I'm sure its forceful characteristics make it pure Aryan, so your "murderous paranoiac" should draw protestations from the Devoted.

N. B. JONES

Sarasota, Fla.

Recorder

Sirs:

May I be another of the thousands to call your musically illiterate caption writer to time for describing as a flute the clarinet which my young friend Thomas Piacenza Benton (son of Artist Thomas Benton) is playing in the picture on page 65 of your issue of March 21.

CHARLES S. ASCHER

New York, N. Y.

Sirs:

It is not a flute. It is a recorder, an instrument dating back to early England which has been revived to teach school-children music on an instrument that is easy to play but can very easily be the first step toward a fine musical career.

L. M. PASSANO

Staten Island, N. Y.

● A recorder it is. This instrument, an archaic flute, was popular during the

DON'T LET WRONG SHOES STEAL HIS PEP



**Guard his future health
and happiness...fit him now
in Buster Browns**

Because adult nervousness, digestive ills, even spinal troubles are sometimes traced to wrong shoes worn in childhood, many mothers now insist on Buster Brown Shoes for their children. Made on scientific foot-shaping lasts, these shoes are shaped as growing feet should be shaped—with firm support for arch, ample room for toes and ball of foot, Health Cushion for heel to absorb shock and help prevent pronation. Ask your dealer to show you. Smart styles for girls and boys at leading shoe and department stores. \$2.50 to \$5.00 depending on size. Brown Shoe Company, Manufacturers, St. Louis, Missouri.



Buster Brown S H O E S

Buster's picture
in every pair



16th Century and figures in proper productions of *Hamlet*. As Reader Passano says, it is now used for musical instruction.—ED.

Mardi Gras

Sirs:

While on the road and away from my dear old New Orleans, I was thrilled to find in your March 14 issue the splendid coverage of our Mardi Gras. You have caught the charm and loveliness of this romantic Old World city.

SIDNEY LOUIS VILLERÉ

Lake Charles, La.

Sirs:

I just couldn't refrain from telling you how beautiful the pictures of our Carnival are. They are nothing short of exquisite. In fact, I didn't realize myself how beautiful our Balls were this season until I saw the pictures in LIFE.

HELEN TAATFE

New Orleans, La.

Rival Aaron Slick

Sirs:

Yes, I am one of the 2,500-odd people who have played Aaron Slick in *Aaron Slick From Punkin Creek*, cheap cotton curtains on wire and all. But it seems to me that your Mikado, Mich. audience (LIFE, March 14) got cheated, for I can not agree with you that the production was typical of small-town local-talent productions. Our production was given in a town about the size of Mikado, our Aaron wore a wig and chin whiskers and was certainly not dressed in a zipper jacket but wore old-fashioned clothes.

The last scene is in a city cabaret. We used a different set with the waiter in a tuxedo, electric candles on tables and the rose-colored floodlights on the set. Your picture of the end of the play is really from the first act where Aaron is trying to make love to the "widder." We made three times as much money. No doubt we earned it for evidently we do things better down here in Kentucky.

TURNEY C. COLINS

Cynthiana, Ky.

Locomotive

Sirs:

Thanks for the laughs. Saw your pictures of the *Casey Jones* locomotive (LIFE, March 14).

Who in hell ever saw the kind of a fire door shown on this loco? And swinging to the left. My God!

GEORGE C. SHUMAKER
Engineer

Rio Grande R. R.
Alamosa, Colo.

● The *Casey Jones* locomotive was built within the limitations of a Broadway stage. Though inaccurate as to details it achieved an amazingly realistic effect of a train roaring down the tracks.—ED.

Magicians' Trick

Sirs:

I wish to protest against the exposing of the Hindu Sword Box trick in the March 14 issue of LIFE.

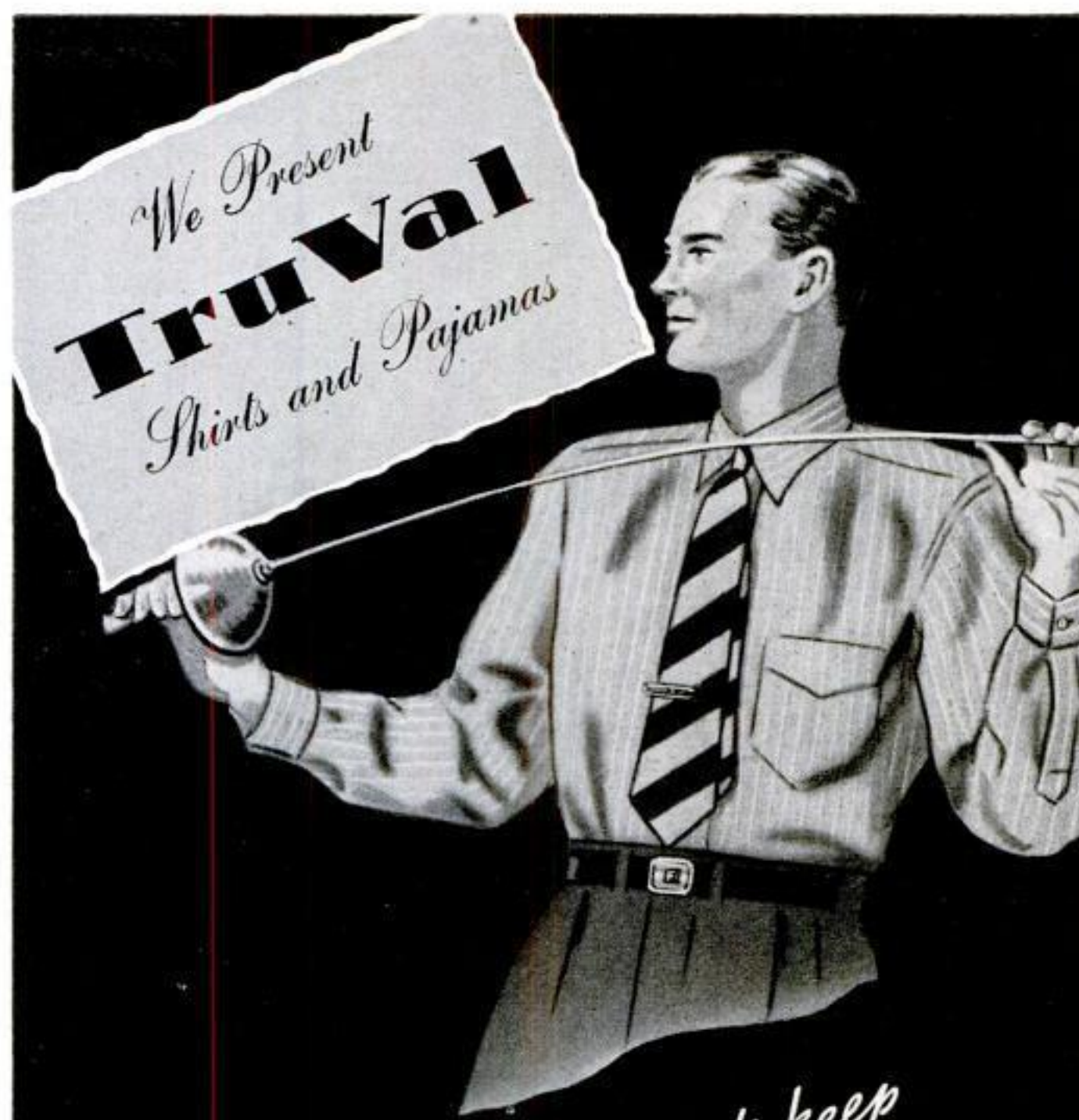
To a magician, exposing of effects is the same as plagiarism is to the editor.

NORMAN DILLEY

Member of The International
Society of Junior Magicians

Camp Delta, CCC
Drummond, Wis.

● If magicians do not want their tricks exposed they should not have them photographed.—ED.



*To men who must keep
Appearances Up and Expenses Down*



TruVal Shirts

Blue Label

Black Label

\$1.15

\$1.35

These Prices are for U.S.A. only

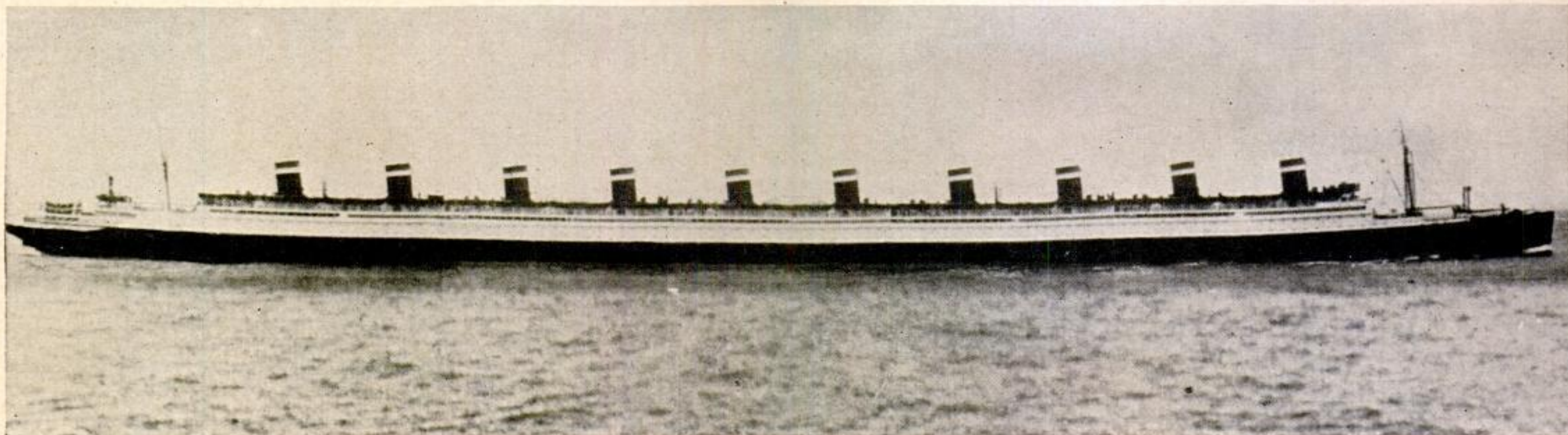
Here is the new money-saving name for shirts. TruVal gives you the fine fabrics you usually find only in much more expensive shirts: high count woven broadcloths, deep ground madras, chambrays, end-and-end madras... all preshrunk. Then TruVal takes these quality fabrics and gives them customized cut for exact fit. Now, look at the collar—it's the genuine AIR-flex, the comfortable collar that stays smooth and fresh. Try TruVals; you'll find them in all good stores in your city. TruVal Manufacturers, Inc., 261 Fifth Avenue, New York City.



The AIR-flex collar is made under the world-famous fusing process tested and approved by the American Institute of Laundering, having met every test required of it.

TRUE in FABRIC...TRUE in STYLE...TRUE in VALUE

SPEAKING OF PICTURES...



This ten-stack super liner was produced in a German photographer's darkroom for April Fool's Day consumption.

Its launching was announced for April 1. The photographer christened the ship *President Roosevelt*, declared that among

its many superlative features was an auto track on which car-crazy Americans could race just to keep their hands in.



1 This beetle is a new aid to ladies. He can be carried around in a compact which contains everything his little life needs: a place to sleep, brown sugar to eat.

... THIS IS APRIL FOOL

These strange photographs are typical of those which are appearing in German newspapers and magazines on April 1. Every April Fool's Day, the German press goes on a spree of printing photographic hoaxes, sprinkling fake pictures in with real ones, leaving readers to guess which is which. American papers became embarrassingly aware of this custom four years ago when they published a photograph of a man propelling himself through the air by blowing into a box. Unsuspecting editors used the picture in all seriousness because it had appeared in a respected Berlin paper. They neglected to notice, however, that it had appeared on April 1.

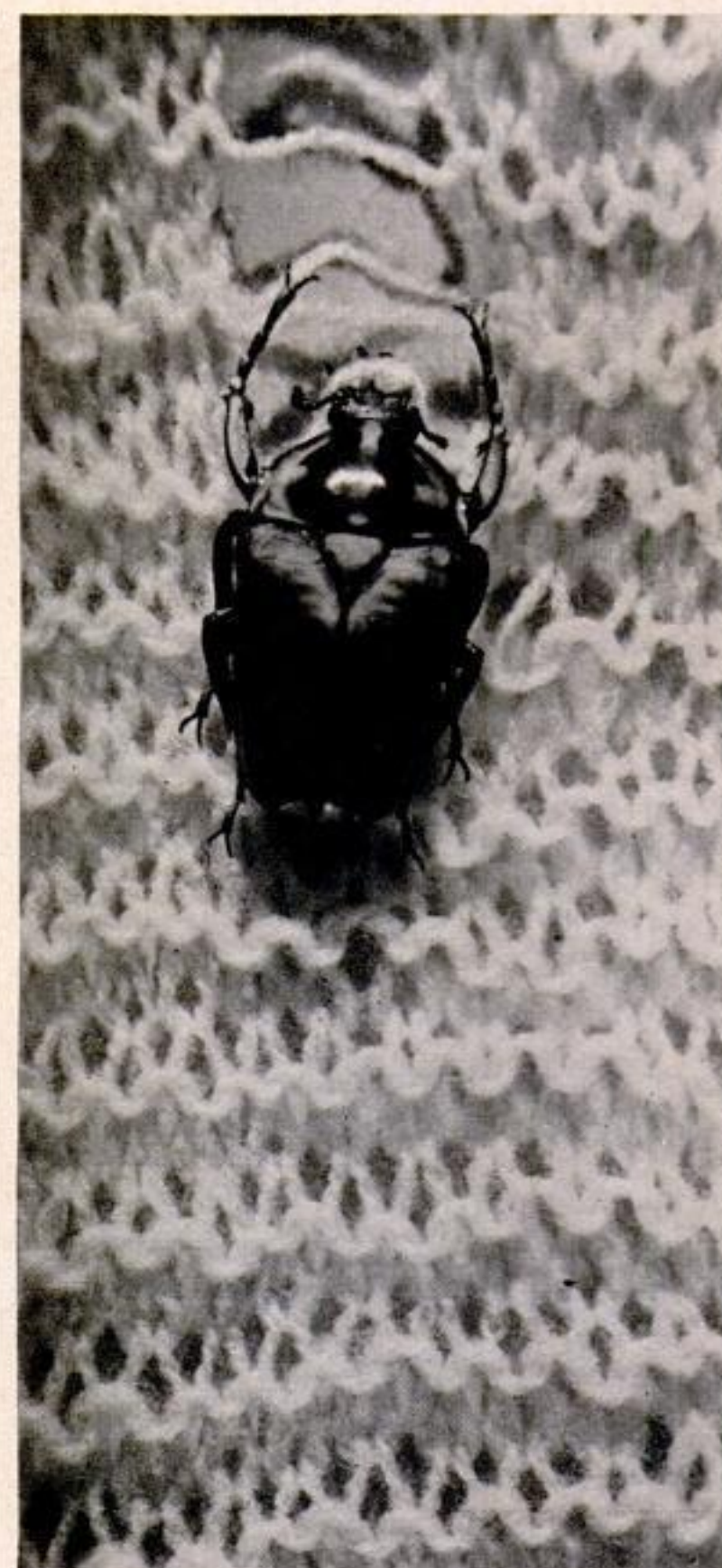
The German press used to publish political hoaxes such as Hitler signing a treaty with Stalin. Since it is no longer discreet to do this, papers feature more innocent impossibilities. They show a bearded man and identify him as Dr. Bolshev, inventor of Bolshevism, or print a black square captioned *Negroes Fighting in Tunnel*. Most of the pictures are attributed to America whence, in fact, most of them come. To Germans, actual American goings-on are fantastic enough to be April Fool tricks.



2 When the lady gets a run in her stocking, she calmly takes the compact out of her purse, removes the beetle and places him at the bottom of the run.



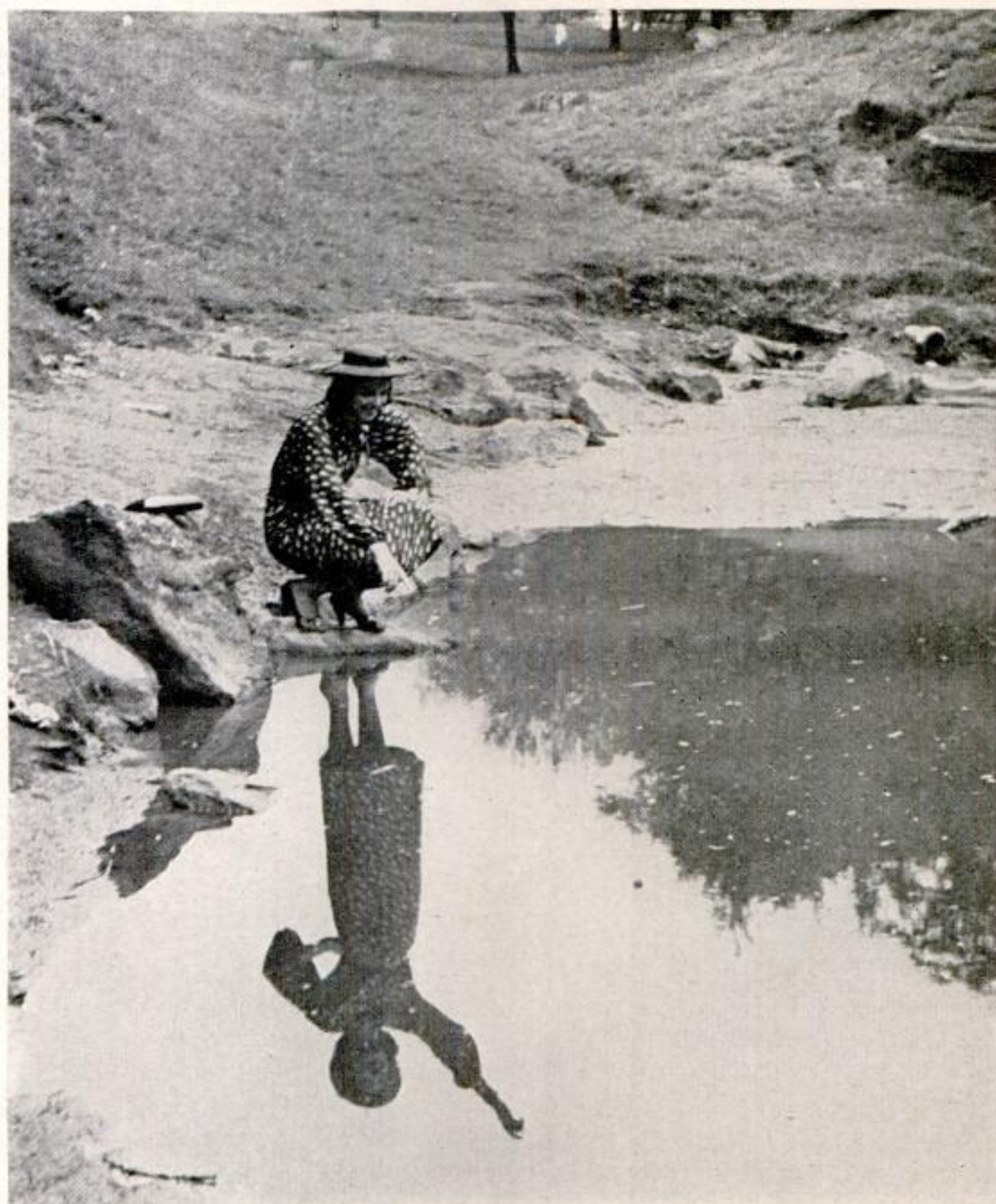
3 The wise little bug, knowing just what is expected of him, starts immediately to work.



4 He crawls up the lady's leg, his expert mandibles repairing the run as he goes along.



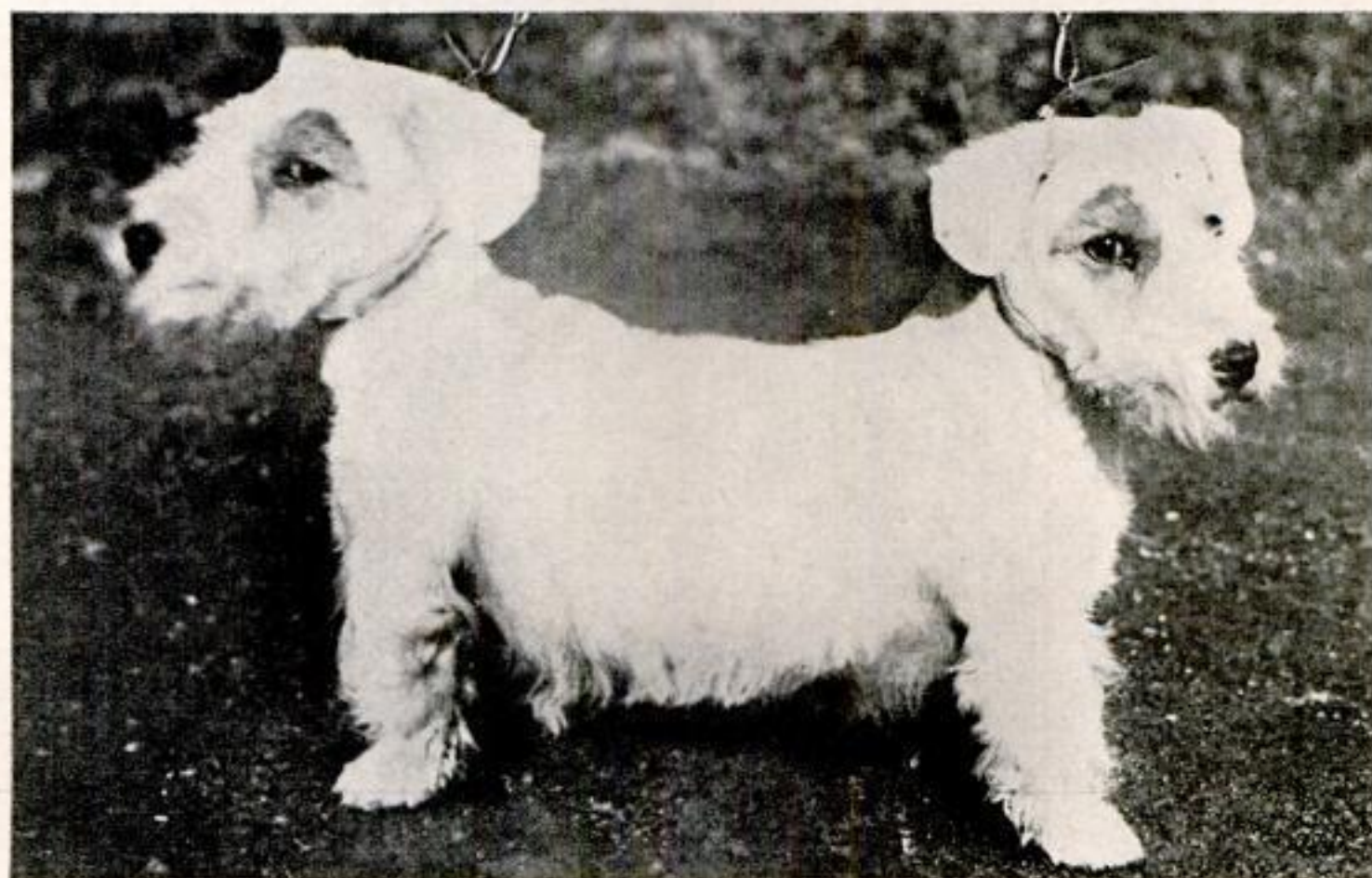
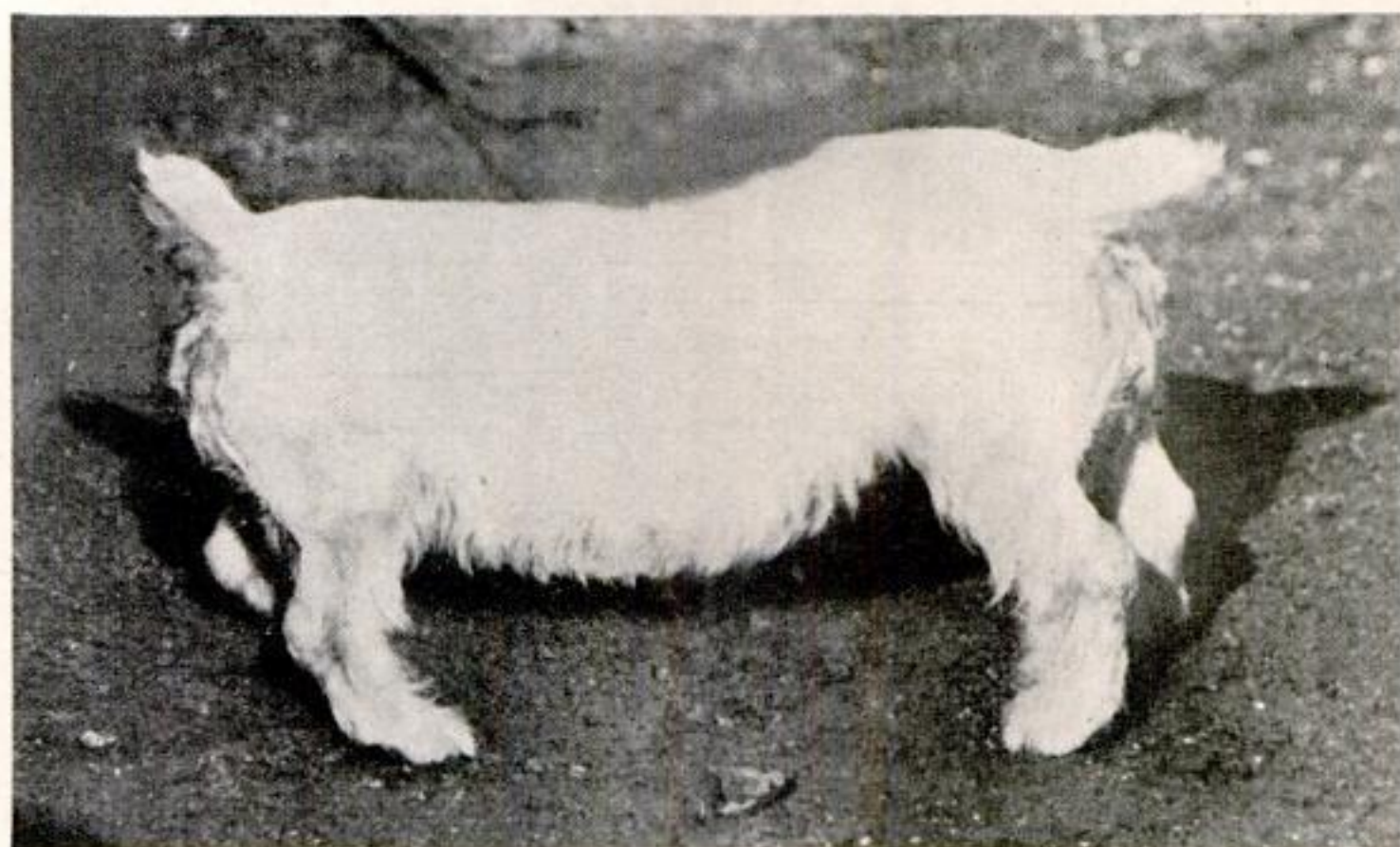
There is something curious about this photograph of a lady, a lake and a reflection which refutes all laws of optics. The lady is American, the lake is in Central Park, New York.



Curiouser and curiouser grows the plight of the lady as she kneels down to match her unpredictable reflection. The picture caption offers no explanation for this phenomenon.



American picture agencies, copying the German custom, are this year sending out a few April Fool pictures. This remarkably clean and unfrightening wreck is a disaster that occurred recently on the New York Society of Model Engineers miniature railroad system.



These hapless dogs are the brain children of a photographer in Boston who sent them to LIFE with the compliments of the season. The photographer, a Mr. Blackington, mourned the fact that no dog show would permit him to exhibit either of his novel breeds.

WHAT'S BECOME OF THAT NICE MAN?

POOR TUFFIE! YOU MISS JOHN, TOO, DON'T YOU? LISTEN! THERE'S THE PHONE! MAYBE THAT'S JOHN NOW!

NO TUFFIE--JUST THE DENTIST'S OFFICE CALLING ABOUT MY APPOINTMENT. SAY! THAT REMINDS ME OF THOSE BAD BREATH ADS! I WONDER...

YES, TESTS INDICATE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. AND TESTS ALSO SHOW THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

COLGATE DENTAL CREAM COMBATS BAD BREATH

"COLGATE'S special penetrating foam gets into every tiny hidden crevice between your teeth . . . emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel—gives new brilliance to your smile!"

TWO WEEKS LATER—THANKS TO COLGATE'S

NOW LOOK WHAT'S HAPPENED! THERE SHE GOES WITH THAT JOHN MAN AGAIN!

NOW—NO BAD BREATH BEHIND HER SPARKLING SMILE!

...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

COLGATE RIBBON DENTAL CREAM

LARGE SIZE 20¢
GIANT SIZE 35¢
OVER TWICE AS MUCH

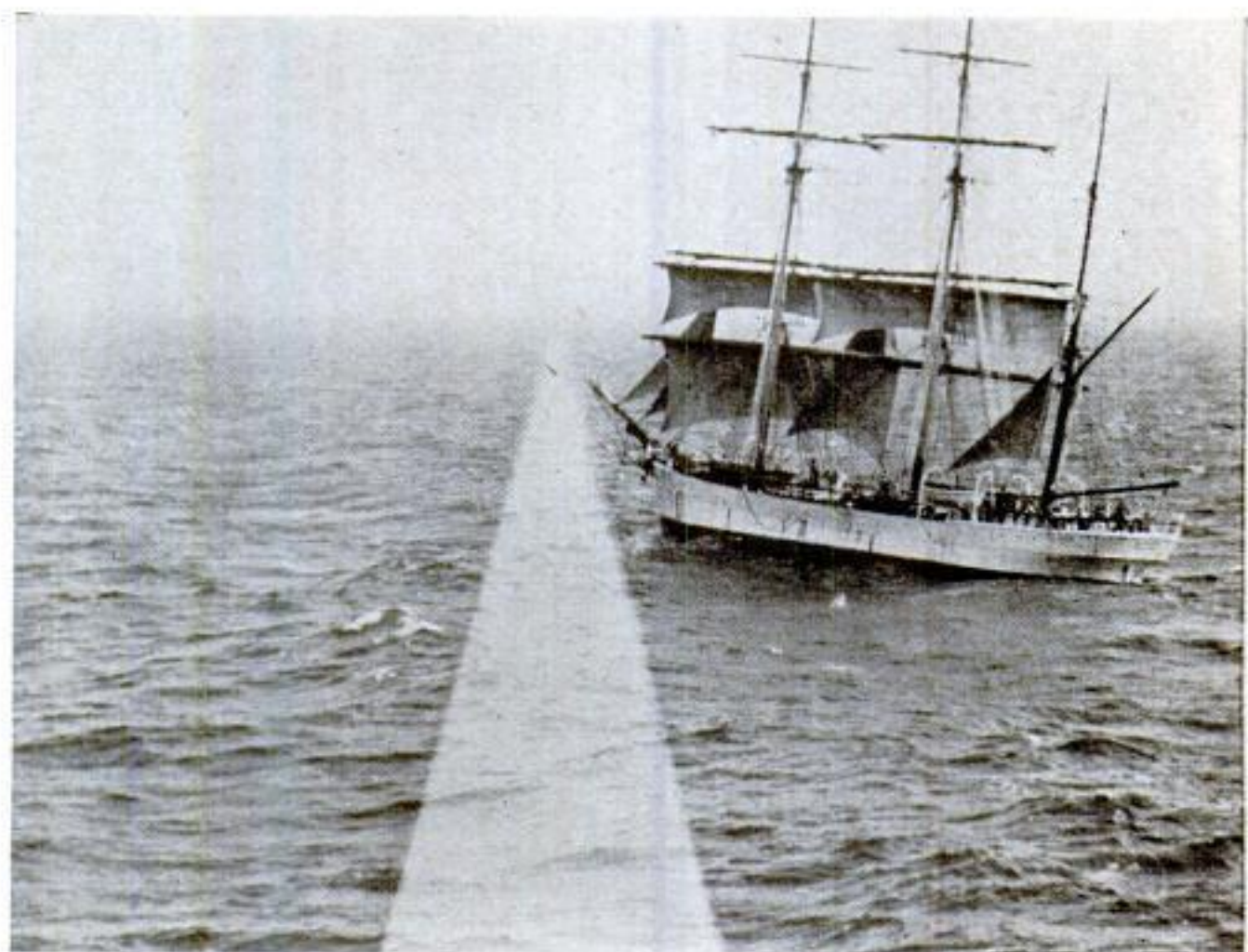
Good Housekeeping Bureau

SPEAKING OF PICTURES

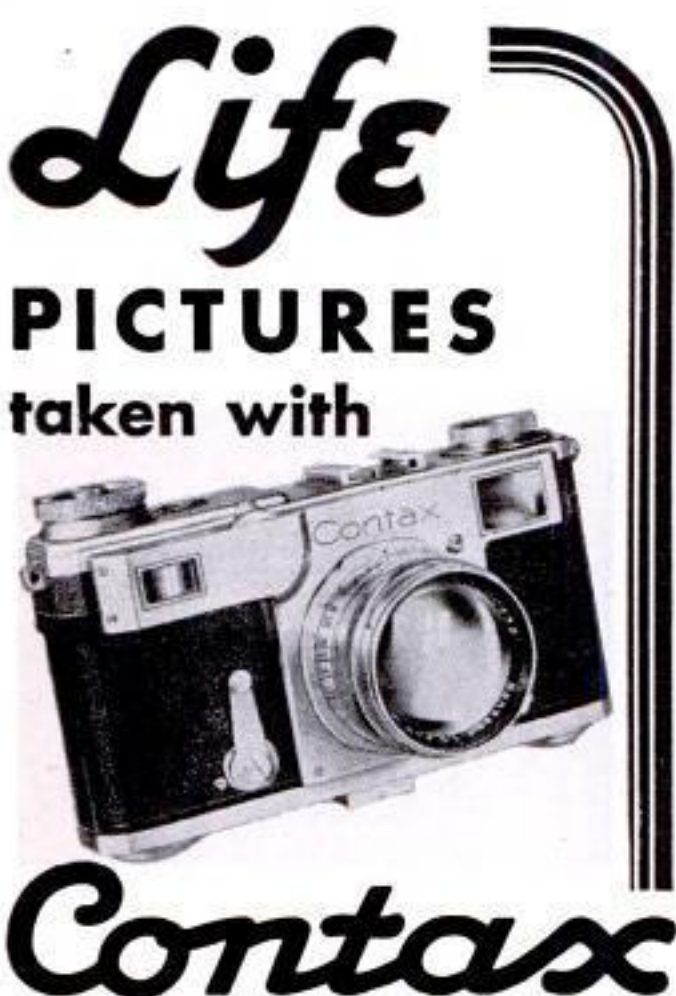
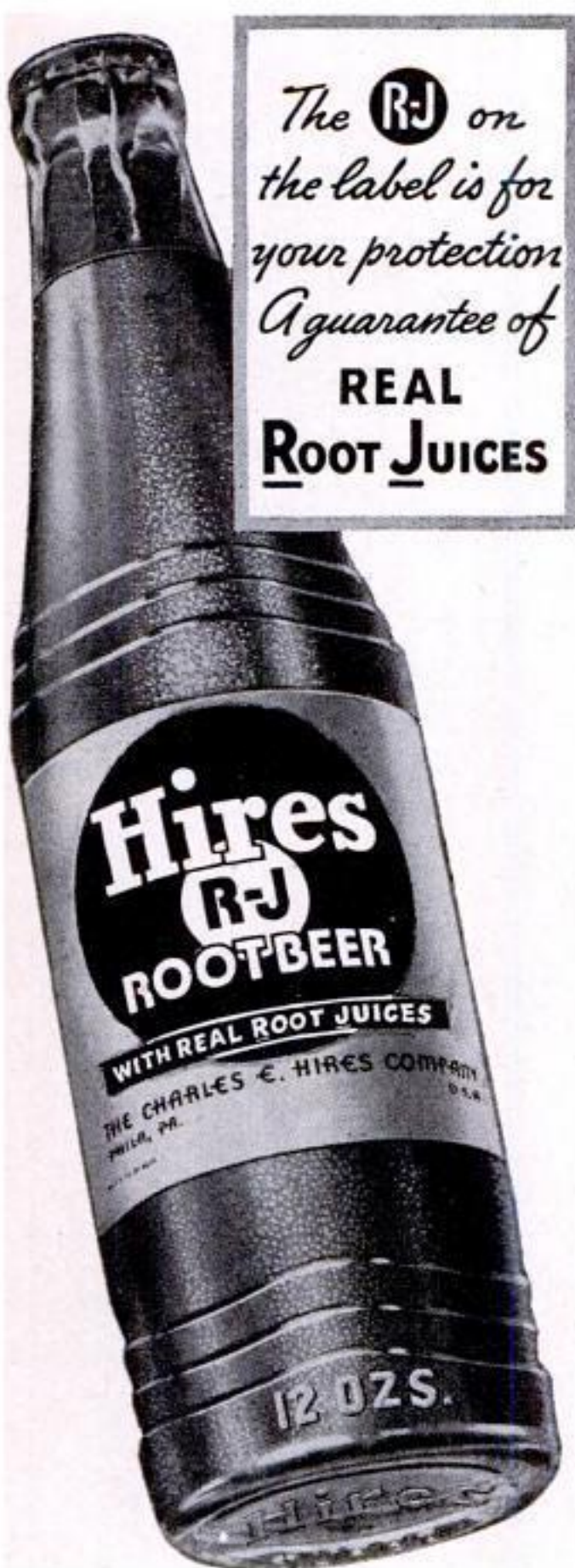
(continued)



Skiing in Egypt is the title of this incongruous but curiously convincing scene in which the sands of the desert have literally grown cold enough for winter sports.



The equator was recently photographed for the first time in history. It turned out to be a broad white line (*above*) which this schooner had difficulty in hurdling.



LIFE has set a new standard in magazine pictures . . . Thrilling, dramatic, intimate—these photographs make world events live again on the printed page.

A great many of LIFE's striking photos are taken with the Contax Camera.

You, too, will get striking "LIFE-like" pictures with a Contax. Easy to operate . . . compact, pocket-size—yet with the advanced features for exceptional results.

Automatic range-finder focusing; speeds up to 1/1250 sec; 14 interchangeable Zeiss Lenses and numerous accessories available, covering every requirement.



See the Contax at your dealer's.

Write for Literature

CARL ZEISS, INC.
Dept. C-6-4, 485 Fifth Ave., New York
728 So. Hill St., Los Angeles

Vol. 4, No. 14

LIFE

REG. U. S. PAT. OFF.

April 4, 1938

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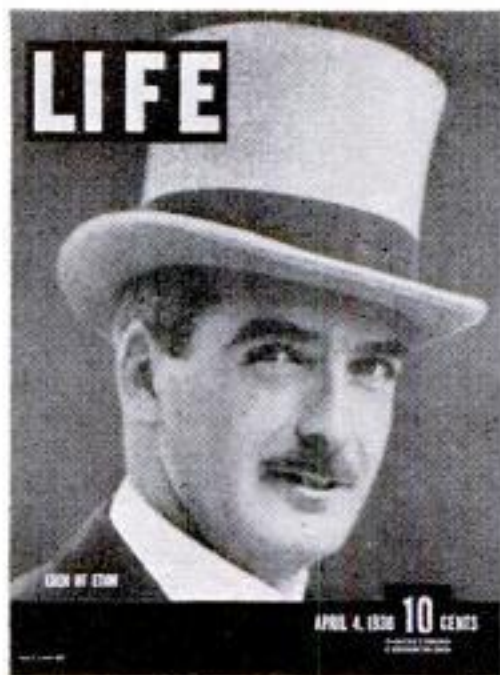
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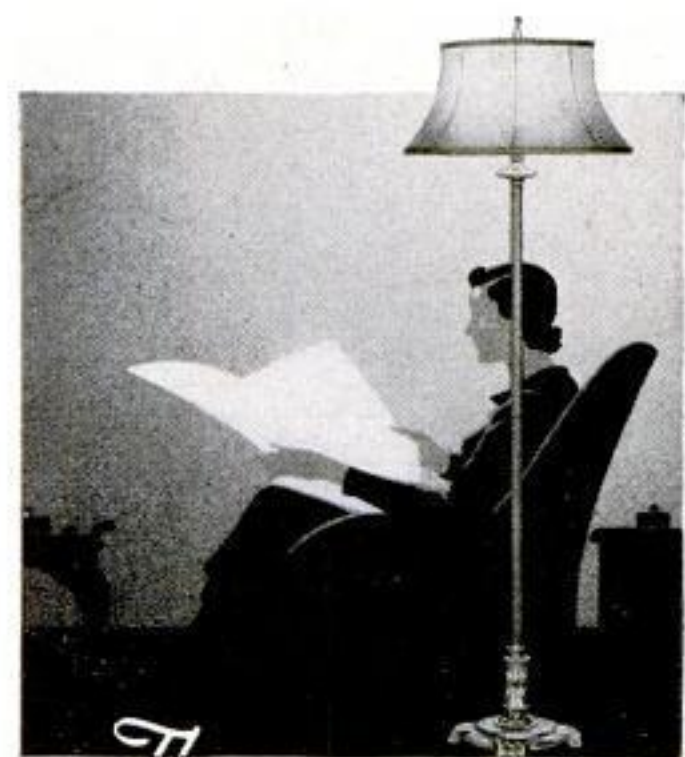


LIFE'S COVER: The picture of Anthony Eden on the cover shows him wearing a gray top-hat, suitable for garden parties, Ascot or state occasions. England's former Foreign Minister comes by his high hat naturally. He attended Eton College, Britain's top hat Public School. When he resigned from the Cabinet in protest to Chamberlain's bargains with Europe's dictators, Chamberlain turned to a fellow Etonian to take his place. For a picture story of Eton College, and a clue to the background of England's leaders, turn to page 54.

EDITOR: Henry R. Luce
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PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Rex Hardy Jr., Bernard Hoffman, Thomas D. McAvoy, Hansel Mieth, Carl M. Mydans, John Phillips, Peter Stackpole, William Vandivert
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See

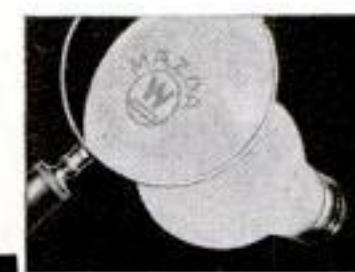
Why 3,000,000 Families
now own I. E. S.

BETTER
SIGHT
LAMPS

The widespread and ever-increasing acceptance of the remarkable I. E. S. Better Sight Lamps speaks for itself.

These lamps, scientifically designed for sight-saving, give a generous quantity of soft, glareless illumination . . . just the correct quality and quantity of light needed to light-condition the home. Protect the eyesight of the members of your family with I. E. S. Better Sight Lamps. See the wide variety of new models now on display wherever lamps are sold. Prices are surprisingly modest.

Be sure you get a genuine I. E. S. Better Sight Lamp. Look for the I. E. S. Certification Tag. For an interesting book, "Seeing is Believing," write Westinghouse Lamp Division, Westinghouse Electric & Mfg. Co., 150 Broadway, New York, N. Y.



Get Your
Money's Worth
Be sure of better
light by using
Westinghouse
Mazda Lamps.
They Give More
Light—Longer.

Westinghouse
MAZDA LAMPS



Sleep SOUNDLY, LITTLE LADY

"Mother and Daddy are near and the telephone is always close by. It doesn't go to sleep. All through the night it stands guard over you and millions of other little girls and boys."

• • •

Each night about 11,000,000 telephone calls are made over the Bell System. Many are caused by sudden, urgent needs. Great in its every-day values, the telephone becomes priceless in emergencies. The aim of the Bell System is to give you, at all times, the best and the most telephone service at the lowest possible cost.



BELL TELEPHONE SYSTEM





THE CASE OF ROBERT SIMPSON: AN AMERICAN TRAGEDY

Robert Simpson was trained to be a steamboat man, like his successful father. He had worked up to assistant passenger agent of the Detroit & Windsor Ferry Co. in 1933 when the closing of Detroit's banks, coming on top of the completion of a tunnel and bridge between Detroit and Canada, forced the company to let him go. After that came a series of unskilled jobs in the automobile factories. There were frequent layoffs, lasting as long as nine months, but Robert Simpson, with the help of his savings and his parents, managed to keep his head above water until the Roosevelt Depression came along.

Last December, cut to part-time work, his pay dwindled to \$10 or \$12 a week. On Feb. 1, along with 3,500 men in the same factory, he lost even that. Three weeks later, his savings gone, his father dead and his relatives able to help him no longer, Robert Simpson for the first time put himself and his wife and his three children on Relief. Now, as you see above, lacking the outdoor clothes for a WPA job he sits at home in his slippers and tasseled dressing gown, idle. He has plenty of time to think, to wonder if he and his children, along with millions of other American families, are destined to spend their lives as public wards.



The Robert Simpsons, who kept on their feet through the Hoover Depression, were married as it was beginning in

1929. Mrs. Simpson, a farmer's daughter, was a telephone company instructress and kept her job until the children

began to come. Robert Monroe Jr. arrived in 1930, Joan Veronica (right) in 1932, Shirley Agnes (centre) in 1934.

FIVE SIMPSONS GO ON RELIEF: 10,000,000 MAY FOLLOW THEM



An allowance of \$6.33 per week pays the rent on the Simpsons' five-room flat on the second floor of the frame house at left. At that, they are better off than many a Relief family.

Everybody who goes on Relief nowadays is in for a hard, if not desperate, time. Even with the extra \$250,000,000 which Congress appropriated last month, the Federal Government can take care of only about 2,400,000 families and single persons in WPA. Another 2,000,000 must depend on direct Relief from States and localities. And with the enormous added burden of victims of the Roosevelt Depression, local funds are running low throughout the land. On March 21, after a 28-State survey, the American Association of Social Workers reported that, with food allowances as low as \$11.90 per month for a family of four, malnutrition is common; that children are being kept from school for lack of clothing; that Relief families are being evicted wholesale.

That is the immediate crisis. There are still some 10,000,000 unemployed breadwinners & dependents not yet on Relief who, like the Robert Simpsons, may have to go on as the Depression continues. Again it appears that the Federal Government, whose own current relief funds will last no longer than June 30, must come to the rescue with more billions. No one knows how long the nation can afford to support up to one-fifth of its population with public funds.



Shirley Simpson, 4, still has a few toys left from better days. But new ones will be rare if her fa-

ther has to stay on Relief. Even now he cannot afford to buy Shirley as much milk as she needs.



Measles were in the air when LIFE's photographer visited the Simpsons, and her mother and father were anxiously

examining Shirley for symptoms (centre). Next day, both Shirley (right) and Robert Jr. (left) came down with the dis-

ease. Detroit's Welfare Department provides free medicine for sick Relief families, lets them call their own physicians.

On Sunday the Simpsons treat themselves to a substantial piece of meat like the roast beef below, which will last

through half the week. That is the only luxury which a food allowance of \$6.59 per week for five persons will al-

low. At this, their meal-of-the-week, they have no salad, no milk, and no desserts. Mrs. Simpson does her own baking.



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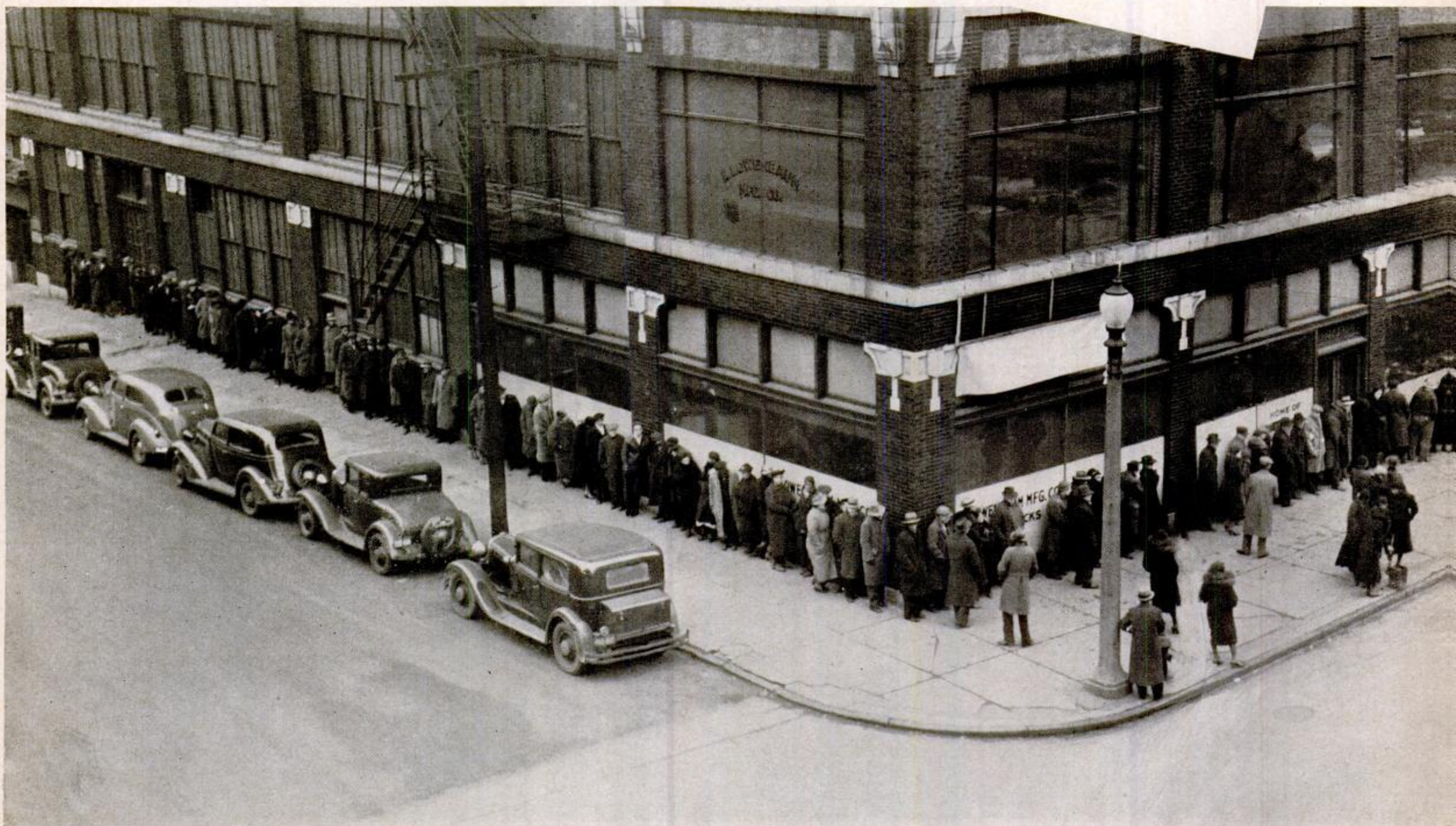


The trend of American business. The dotted line shows what has happened to business since this graph appeared in LIFE, Nov. 22. The decline since mid-August has been the swiftest in U. S. economic history. Still the President has time for odd visitors.

The President's Album

Whom or what does Franklin Roosevelt blame for the 1938 Depression? He does not blame himself—although he might, because for five years he had more power than any other peacetime President, and he took all the credit for rising prosperity in 1936. But Franklin Roosevelt takes no part of the blame. He blames “selfish” businessmen. On March 23 in Gainesville, Ga., he flayed them again, accusing them of “feudalism.”

Republicans say that blaming businessmen is merely a Roosevelt alibi which will not stick. What does Congress think? The ruling Democrats do not openly blame the head of their party, but they do disagree with Mr. Roosevelt about businessmen. Far from cracking down, Congress is doing its slow best to make a new tax law which will not be so tough on business as the tax law it passed, almost blindfold, in 1936. Whom will the people blame? The answer comes on Nov. 4. The Gallup Poll shows that while 65 out of 100 voters were pro-Roosevelt a year ago, only 58 are now.



Depressions are hard to see because they consist of things not happening, of business not being done. The Hoover Depression had spectacular offshoots—breadlines, hunger marchers, bank runs,

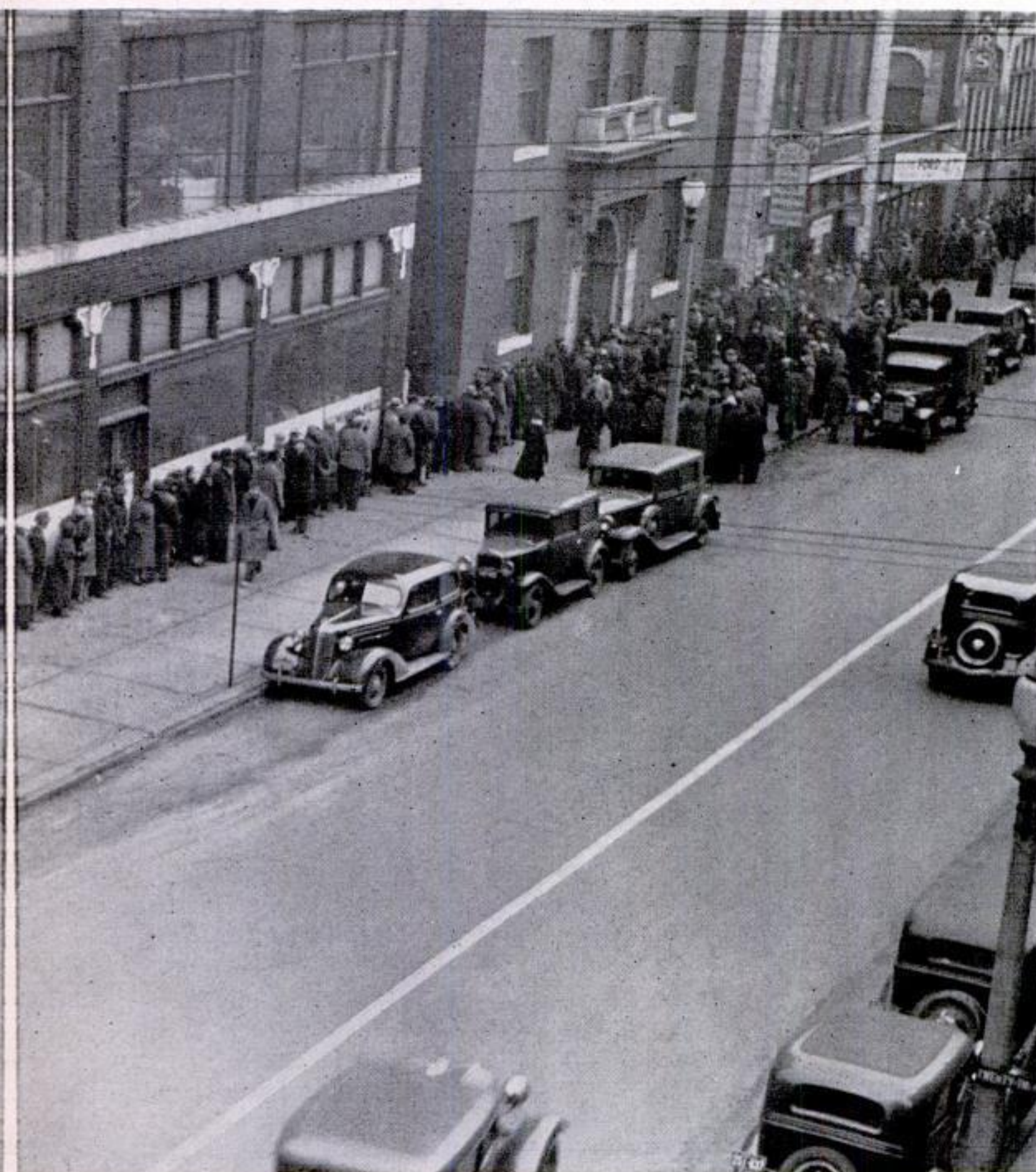
rioting farmers, rabble-rousers. Chiefly because of a settled Relief policy, these things have not yet developed from the Roosevelt Depression. Thus far its chief outward signs are closed



In Detroit Robert Simpson takes his place at the end of a line outside the Lemay District Relief station. Since June

1937, some 175,000 Detroit workers have lost their jobs and 200,000 have applied for Relief. Detroiters say their city is

really no worse off than others, that their losses seem spectacular because they were much better off before Depression.



stores and smokeless factory chimneys. But lengthening lines outside Relief stations, like this one photographed recently in St. Louis, have much of the look and chill of 1932 breadlines.

\$3,000,000,000 next year? Government factories?

David Lasser (*below*) is a soft spoken little ex-engineer who now heads the Workers Alliance, a national organization of relievers claiming 200,000 members. He and his followers want the President to fight this depression the same way he fought the last one—by spending money. Before the Senate Committee on Unemployment last month he demanded \$3,000,000,000 for Relief next fiscal year. As a permanent Relief plan, he also proposed that the President measure the fairness of prices in other private industry by the same kind of yardstick he is now applying to Power—in Government factories manned by jobless workers. For these schemes, Lasser, a growing but not yet major influence in Washington, has the weighty approval-in-principle of John L. Lewis and his C.I.O.





STUDY IN POLITICAL LOYALTY: CORDELL HULL AND JIM FARLEY

Secretary of State Cordell Hull, shown (left) on opposite page as he was photographed in the Washington station March 22 while seeing President Roosevelt off to Georgia, was born in a Tennessee log cabin, son of a farmer-lumberman who named his other four sons Orestus, Wyoming, Sylvanus Sirmadus and Roy.

Postmaster General James Aloysius Farley, his companion, was born in Grassy Point, N. Y., son of the village innkeeper.

Cordell Hull started life as a small-town lawyer, got his political training in the Baptist hills of Tennessee as he worked up from State legislator to District Judge to Congressman.

Jim Farley started life as a gypsum salesman, got his political training on the Irish-Catholic sidewalks of Tammany's New York as he worked up from State legislator to Port Warden to State Boxing Commissioner.

Cordell Hull grew great by making himself an expert on taxes and tariffs, devoting himself single-mindedly to the cause of world peace and prosperity through lowered trade barriers.

Jim Farley grew great by nurturing his talent for personal contacting, devoting himself single-mindedly to the cause of the Democratic Party.

Cordell Hull was a fighting Dry. Jim Farley was a Wet. Both are now pillars of the New Deal. Cordell Hull is acclaimed its most distinguished statesman. Jim Farley is acclaimed the Nation's ablest political handler.

Each one's career is a triumph of loyalty. Jim Farley, having survived much public abuse and personal rebuff, remains a politician unquestioningly loyal to his Party and its leader. Cordell Hull, having stomached New Deal acts which other conservative Southerners have gagged on, remains an idealist unswervingly loyal to the principle of Free Trade.



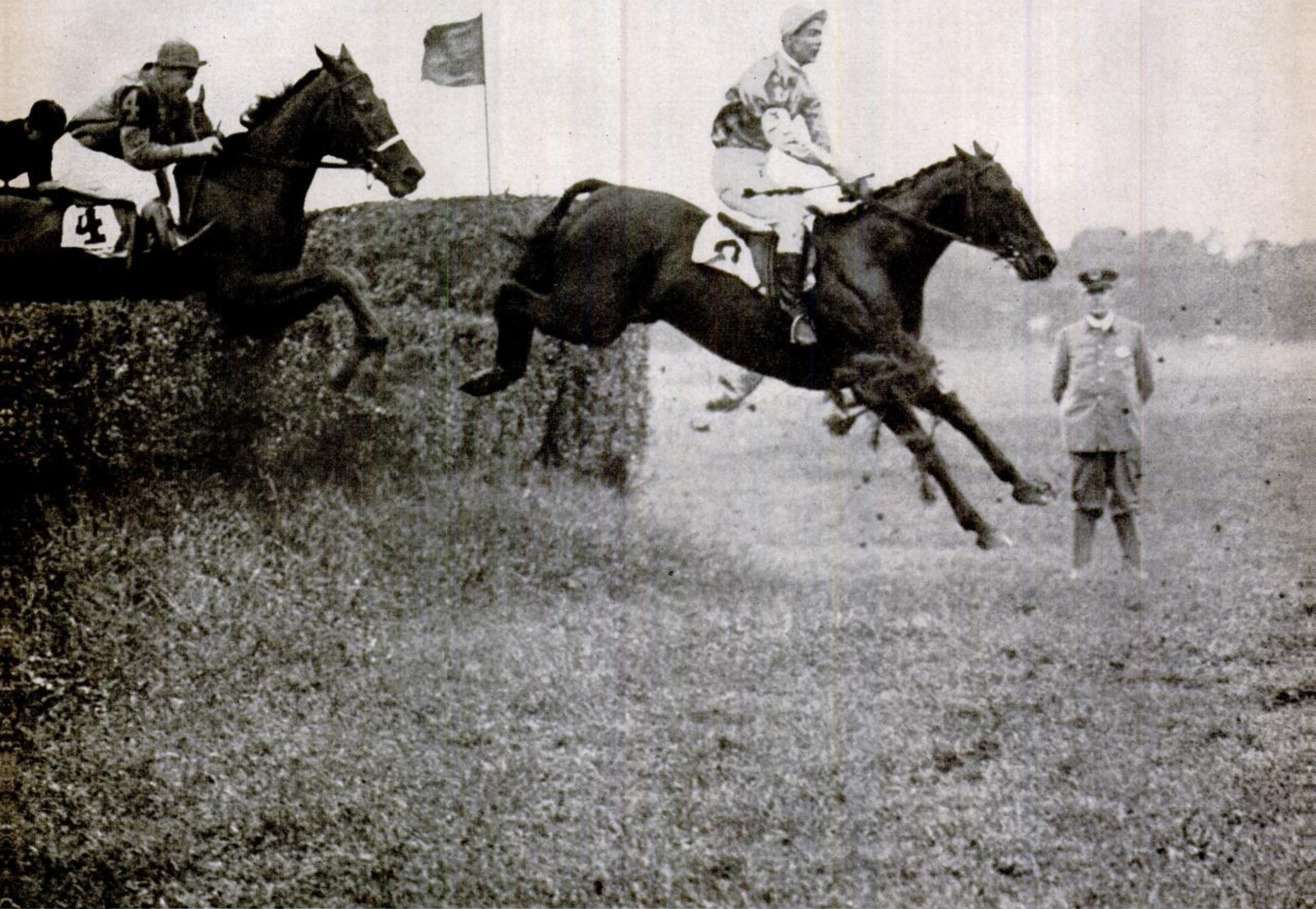
THE ASSISTANT PRESIDENT OF THE U. S. IS A LUCKY HUSBAND

At 30 James Roosevelt is unofficially but indisputably the Assistant President of the United States. He wants to be President himself someday, will probably start by running for office in Massachusetts.

These and many other facts about Son James have been discussed in the press for months. What the public is only beginning to realize is that he is blessed with an extraordinary wife. Betsey Roosevelt, who calls her husband "Rosie," is the mother of two daughters aged 6 and 2, is herself the daughter of Boston's great brain surgeon, Harvey Cushing. As sensible as she is charming, she is the President's favorite daughter-in-law, often goes along on his trips. At right she and James are seeing him off for Georgia. Washington correspondents adore her. They think that, as a help to James's career, his choice of wife was second only to God's gift of a father.



MAN O' WAR'S SON AVENGES A SNUB, WINS \$2,000,000 FOR U.S. SWEEPS PLAYERS



LITTLE BUT GAME, BATTLESHIP WON THE AMERICAN GRAND NATIONAL IN 1934 AT BELMONT PARK ON LONG ISLAND



"I'm going to get drunk all by myself," exclaimed Millie Smalls, 38, a \$15-a-week laundress, when she heard that her Sweeps ticket on Battleship had won her \$150,000. A divorcee, Mrs. Smalls wants to visit her native Charleston, S. C., plans to settle down in her own home in a suburb.



"If we were drinking women, we would have a little," said Gertrude and Anna Leahy who won \$37,500 on Royal Danieli, second-place winner. Maids at New York's Hotel Astor, they asked if they might have a leave of absence. They had sold half an interest in their ticket for \$4,100.

A Negro laundress put down her hot iron and went home to Harlem to celebrate. A Brooklyn truck driver gave up his job. And a host of American horse-breeders thumbed their noses at British breeders when, on March 25, at the tough Aintree course near Liverpool, England, an 11-year-old American horse named Battleship, ridden by a 17-year-old American jockey named Hobbs, won the Grand National steeplechase. This is the most spectacular horse race in the world and most famed of the three races on which the Irish Hospital Sweepstakes conducts its lotteries. All told, American "Sweeps" players, who bought \$7,500,000 worth of tickets, won back \$5,000,000 of their money.

American horse-breeders were as elated as Sweeps winners. Battleship is the son of Man o' War, the greatest horse alive, who has been rudely snubbed by British breeders. Because of a technical gap in his pedigree, British breeders refuse to recognize Man o' War or his children as thoroughbreds. It was sweet revenge to have his son be the first American-owned, American-bred horse to win the Grand National. Battleship is owned by Marian du Pont, heiress of the late William du Pont, wife of Movie Actor Randolph Scott. Battleship's \$35,000 Grand National winnings add to the record of Man o' War's other offspring. Man o' War's greatest son, War Admiral, and Seabiscuit, grandson, last year won more money between them than any other two horses racing in America.



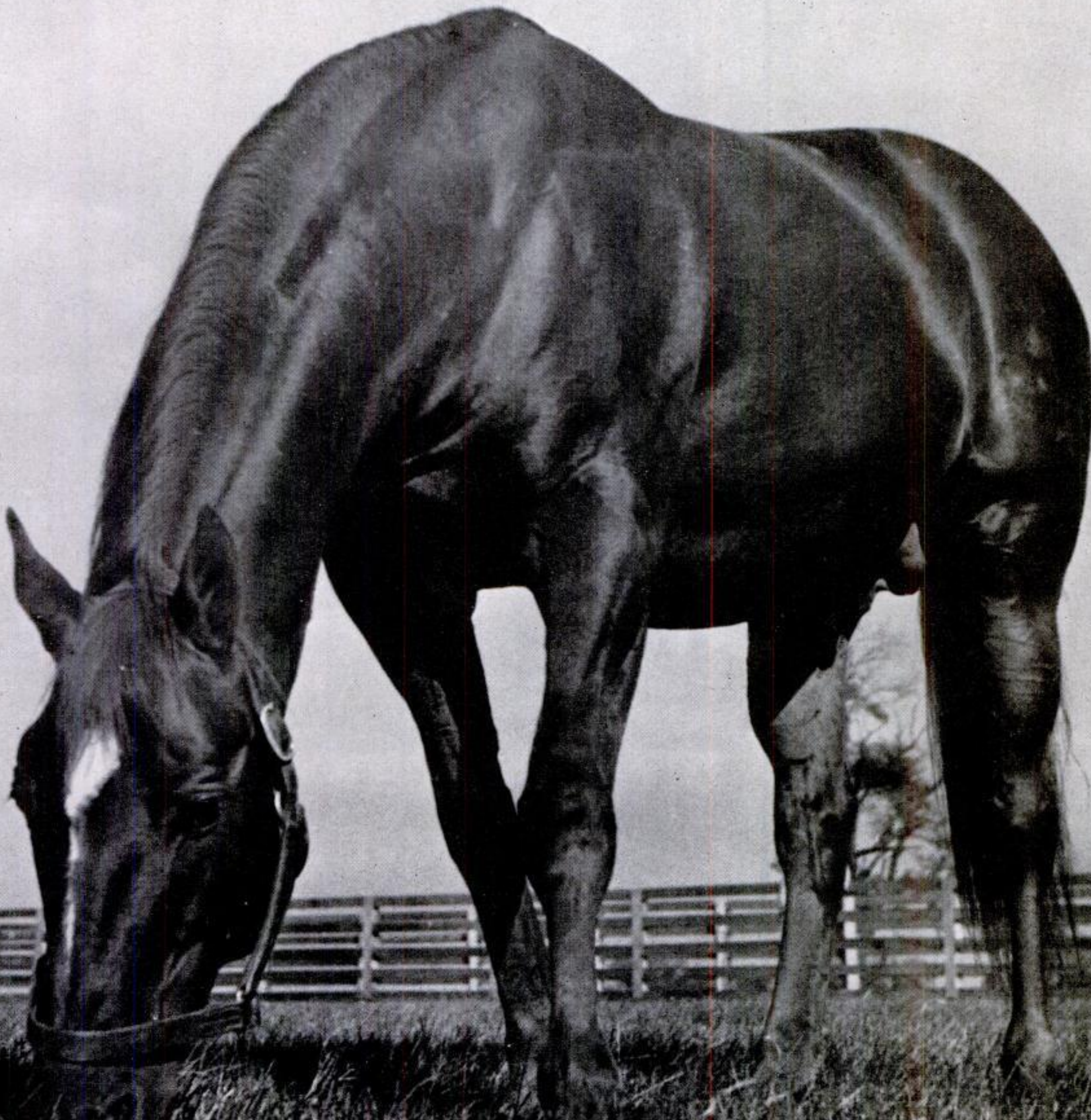
Twelve Girls on a Horse was the name these girls, and one who was absent from the celebration, signed to their Sweeps ticket on Prominent Lad who did not finish in the race, won \$193 for each of the joint holders. When news came that their ticket had drawn a horse entered in

the race, these ladies stopped work to hold an impromptu party for themselves. They all work at Rosen Brother's Frocks, Inc., in Manhattan. Said one girl: "I'll buy plenty of silk stockings now." Said another: "I'll let my husband quit his job." Said a third: "I'll have a baby."



Good Luck Man was the name on John Vecchio's ticket on Royal Danieli which won \$75,000. John Vecchio bought half a ticket from Mrs. Minnie Ginn, his neighbor in The Bronx. Mr. Vecchio, who paid \$1.25 for his half share in \$75,000, felt much happier about the deal than Mrs. Ginn.

MAN O' WAR: FOUR DAYS AFTER HIS SON'S VICTORY, MAN O' WAR, WHO LIVES QUIETLY AT SAMUEL RIDDLE'S KENTUCKY STUD FARM, HAD HIS 21ST BIRTHDAY



SNOW WHITE SETS RECORD

HERE IS HER MODEL



Snow White and the Seven Dwarfs is well on its way to becoming the greatest money-making picture in movie history. Twenty million people have seen it in its first three months and everywhere it plays it sets new box-office records.

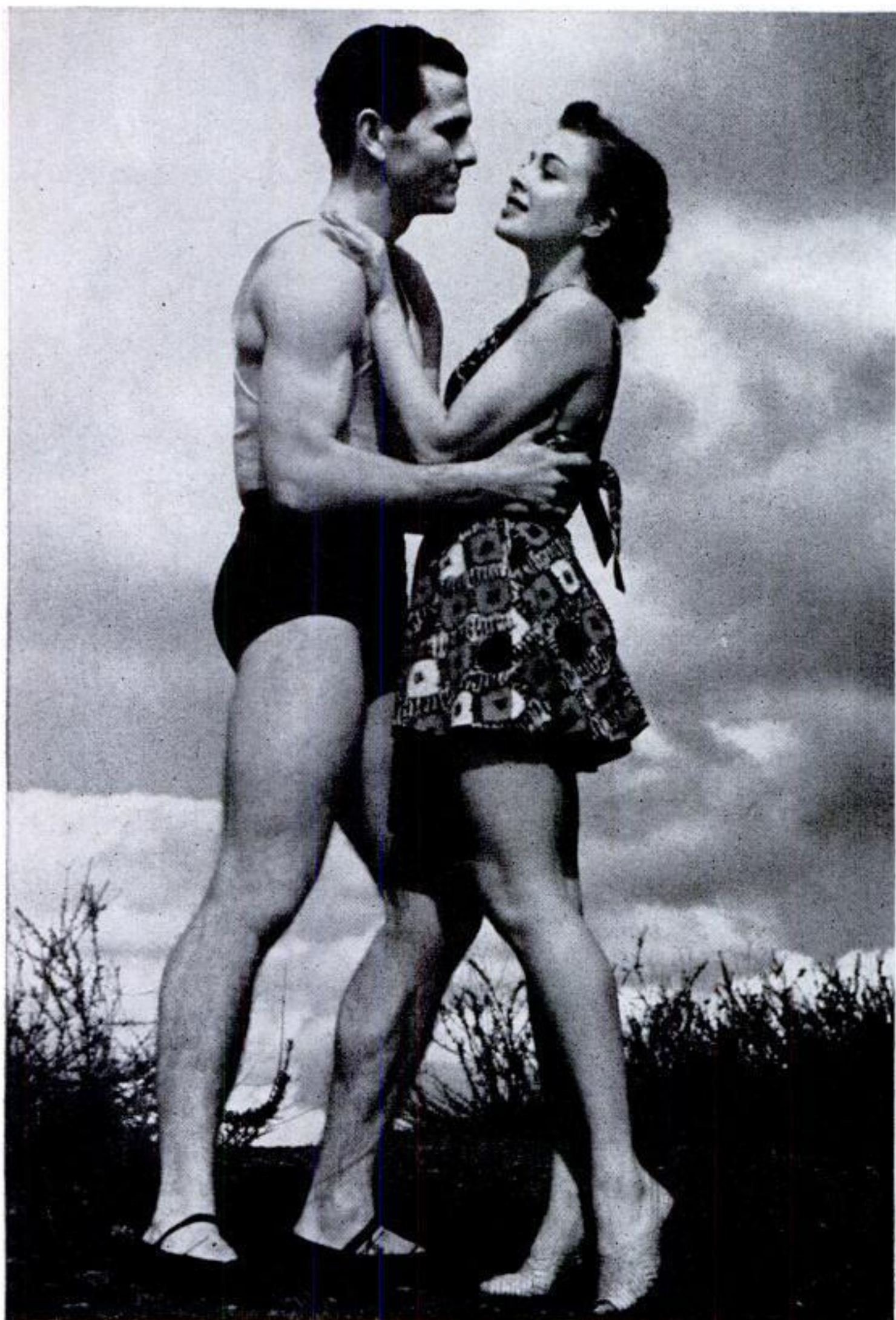
There is one person besides Walt Disney who watches the popularity of the fairy princess Snow White with a peculiarly personal interest. Her name is Marjorie Belcher and she lives in Los Angeles. Princess Snow White is the creature of Disney's imagination but the Disney animators, like all artists, had to have a model. Miss Belcher was the model—a real-life Snow White who enacted all the scenes of the story, so that animators could study her expressions and poses. Marjorie Belcher's performance of *Snow White* began and ended within the studio walls. It will never appear on a screen. LIFE herewith presents her pictures for the first time.

The real-life Snow White, Miss Marjorie Belcher, is the 18-year-old daughter of a Los Angeles dancing teacher. Dis-

ney was delighted to find a girl who could not only dance and act but also looked like his conception of Snow White.

The hardest scene Miss Belcher had to make was of Snow White running through the forest in terror. Here she re-enacts (right) some of the poses which the Disney animators studied and copied (below).





Prince Charming also had a model, Louis Hightower. He was a natural choice because he is one of Miss Belcher's father's pupils and has recently been her dancing partner. Disney also liked his sturdy legs.



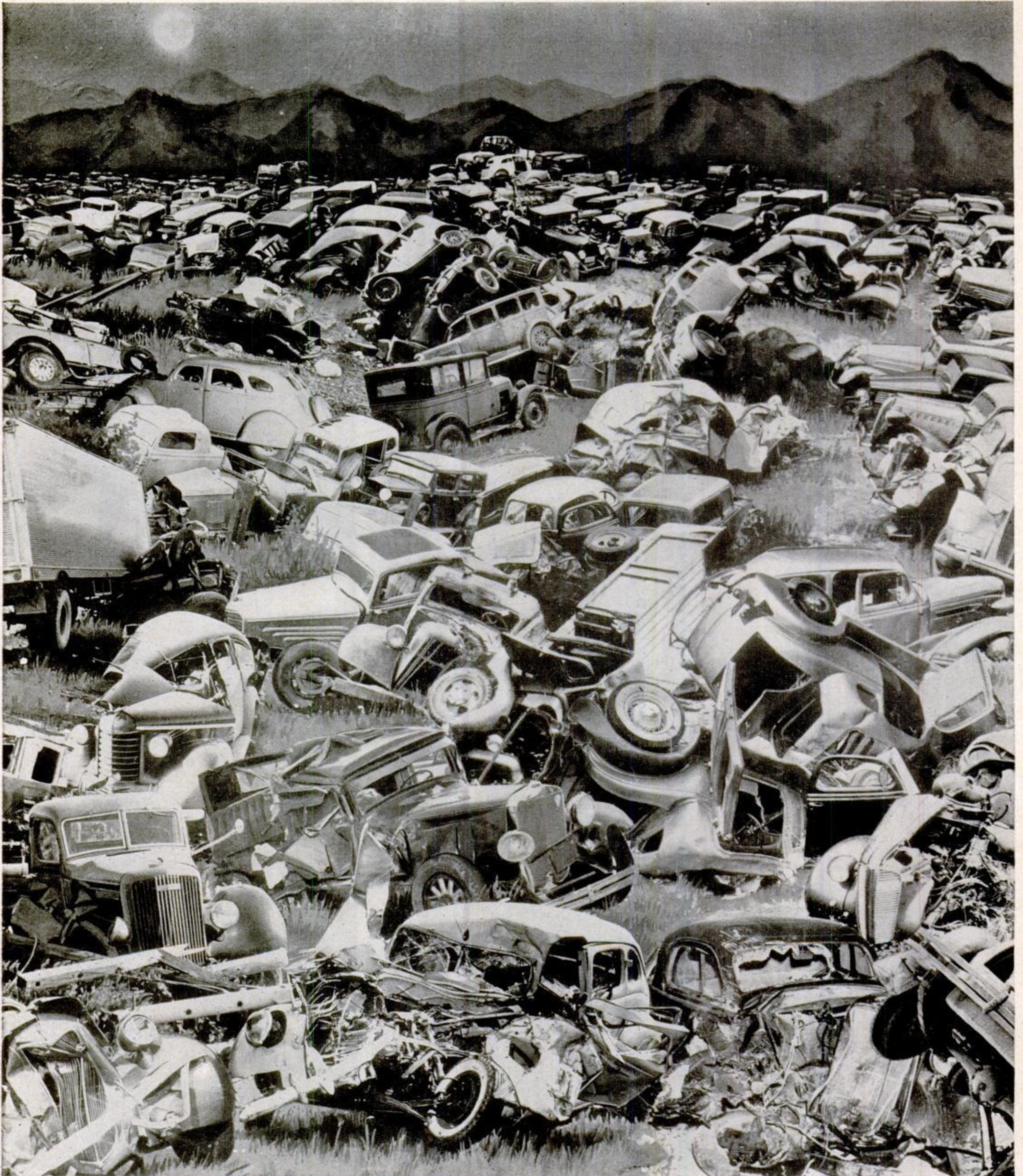
The wishing-well scene is re-enacted by the real-life Snow White and Prince Charming over a pool in a Hollywood garden. A movie was made of their scenes and the animators consulted it for realistic poses.

Miss Belcher's Snow White (below) was so good that she is now modeling in *Pinocchio*, Disney's next feature. Only thing which might end her unique career would be stardom in her own right at another studio.



Prince Charming carries Snow White off to his castle, for the scene shown at left. Miss Belcher's Prince Charming in private life is Arthur Babbitt, one of the Disney animators, whom she married last summer.





IN THIS GRAVEYARD HUMAN LIVES WERE LOST; BUT CARS WERE RESURRECTED, MENDED, SENT OUT TO MARKET

AUTO INDUSTRY TACKLES JOB OF JUNKING JALOPIES

In an idle interlude Photographer R. F. Gerke of the *Los Angeles Examiner* pasted up half a hundred photographs of fatal auto wrecks, sketched in a moonlit landscape, produced the composite photograph of destruction shown above. The moral was simply "... And Sudden Death." But to 46,000 U. S. automobile dealers this picture also emphasizes the state of

America's favorite industry. Last month the market for secondhand cars was stagnant. The industry's leaders took action, staged a Used Car Exchange Week, disposed of 175,000 used automobiles at an average price of \$275. Last week it was rumored Henry Ford had started buying Detroit jalopies at \$12.50 each, provided batteries, tires, radiators were intact.

Please bury us together
 Please collect Charlotte's
 salary and my Bowery
 Bank Account
 Don F. Carroll

GIRL FACING CHILDBIRTH KILLED BY BOY LOVER

In New York City on March 24, police responded to a homicide call, were met by a sensitive-featured boy with blood on his coat. Donald F. Carroll, Jr., 16, led them up to his room. There on the bed lay Charlotte Matthiesen, 18, a wound under her left breast. In the hours that followed Donald Carroll unfolded no ordinary tale of unrequited love. Charlotte Matthiesen had loved him well. But when she knew she was pregnant, she decided death was the only answer to her problem. Donald vowed to join her in suicide.

So that morning, related Donald Carroll: "We started to walk toward our house and she stopped in and bought a sprig of lilies of the valley. We went to my room, undressed and lay on the bed. Then we

dressed and Charlotte told me she was ready to die. I went and got the gun. . . . Both of us felt around to find Charlotte's heartbeat and the best place to aim at. . . . I pulled the trigger. The crash was terrible. I grabbed Charlotte in my arms and kissed her. She was sighing. Then came her last sigh. It was like the last drop of water running from a glass." And then Donald Carroll, who had planned to follow her in death, called police.

With the brief note (above) police found a request that Charlotte's salary be used to pay 1) her Arnold Constable bill, 2) her dentist bill. Later that day her father called at the police station. Said he to Donald: "Good luck boy, I'm sorry." . . . To detectives: "Harming this boy will not bring back my girl."



Charlotte's mother tearfully told police Donald had been like a son to her. With her in the picture above is Donald's brother, Danford, 9.



Charlotte's body was found as Donald left her, is here carried from the Carroll home.



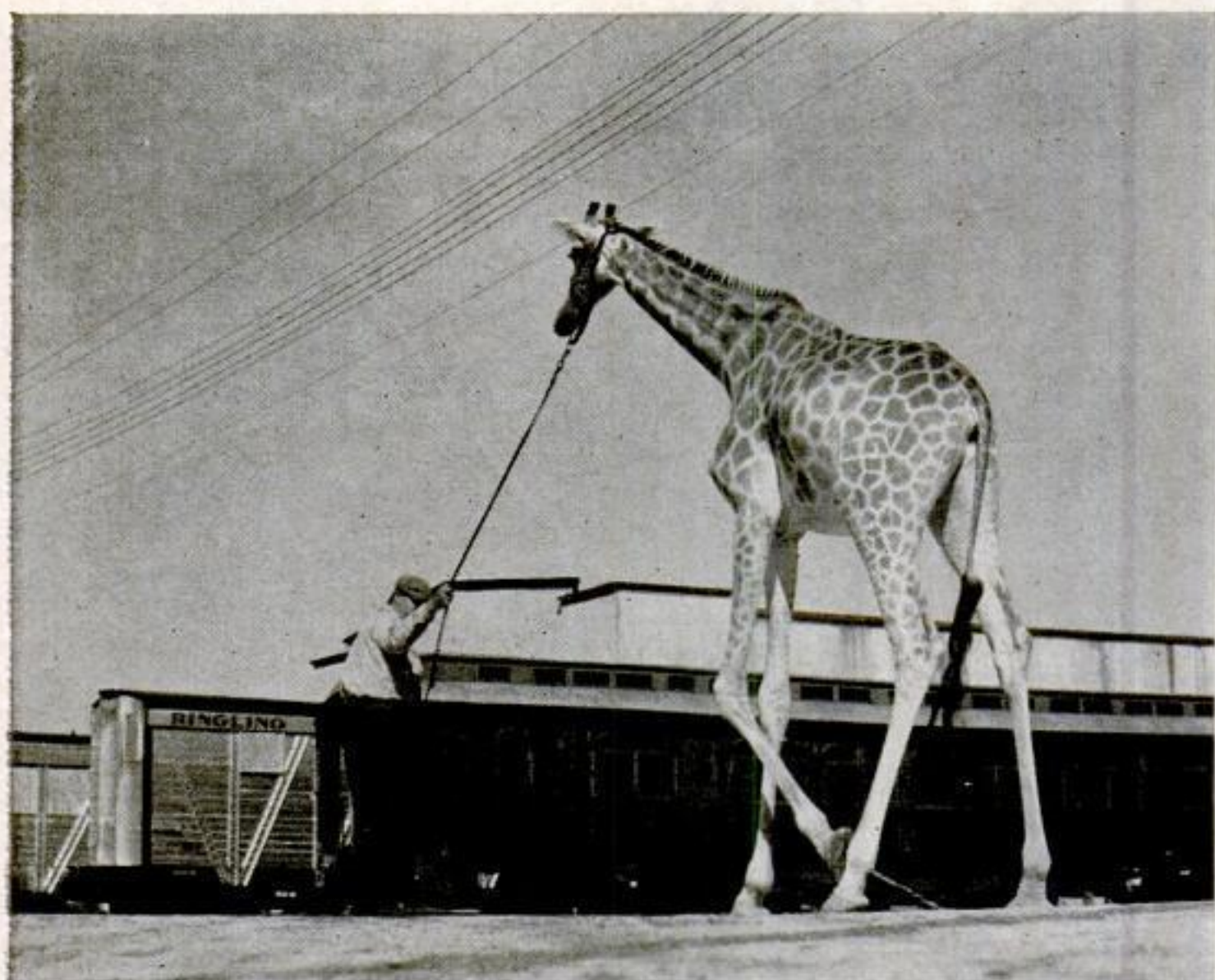
Neighbors gaped at the house where Charlotte Matthiesen was shot to death. For over a year the sight of the couple

strolling down this street had been familiar to them. Many now recalled they had thought Donald a queer, moody boy.



Charlotte Matthiesen was the blonde daughter of an unemployed German-born bartender. Donald Carroll, handsome, precocious, is son of an accountant who went to West Point, was honorably discharged from the Army for faulty hearing.

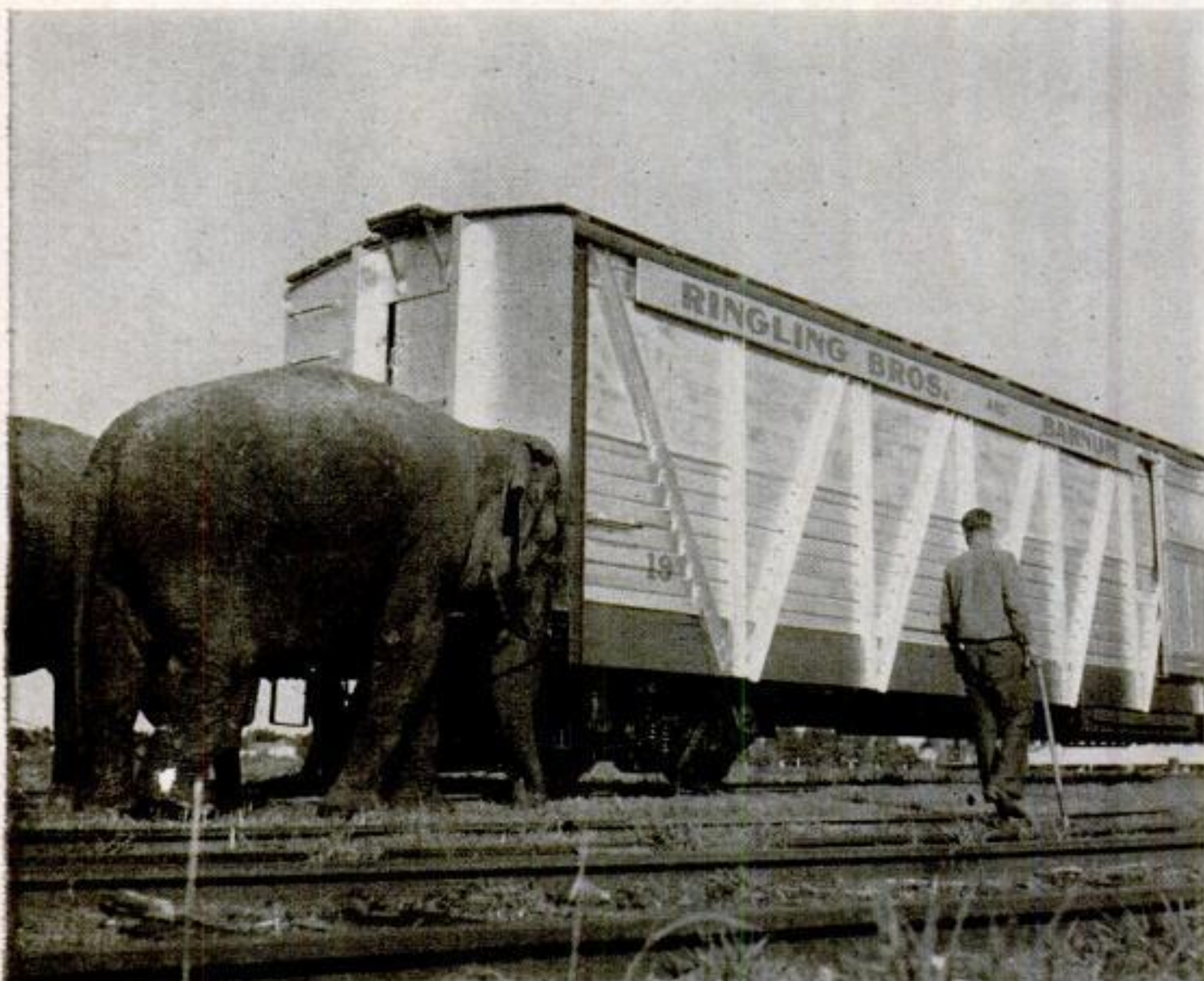




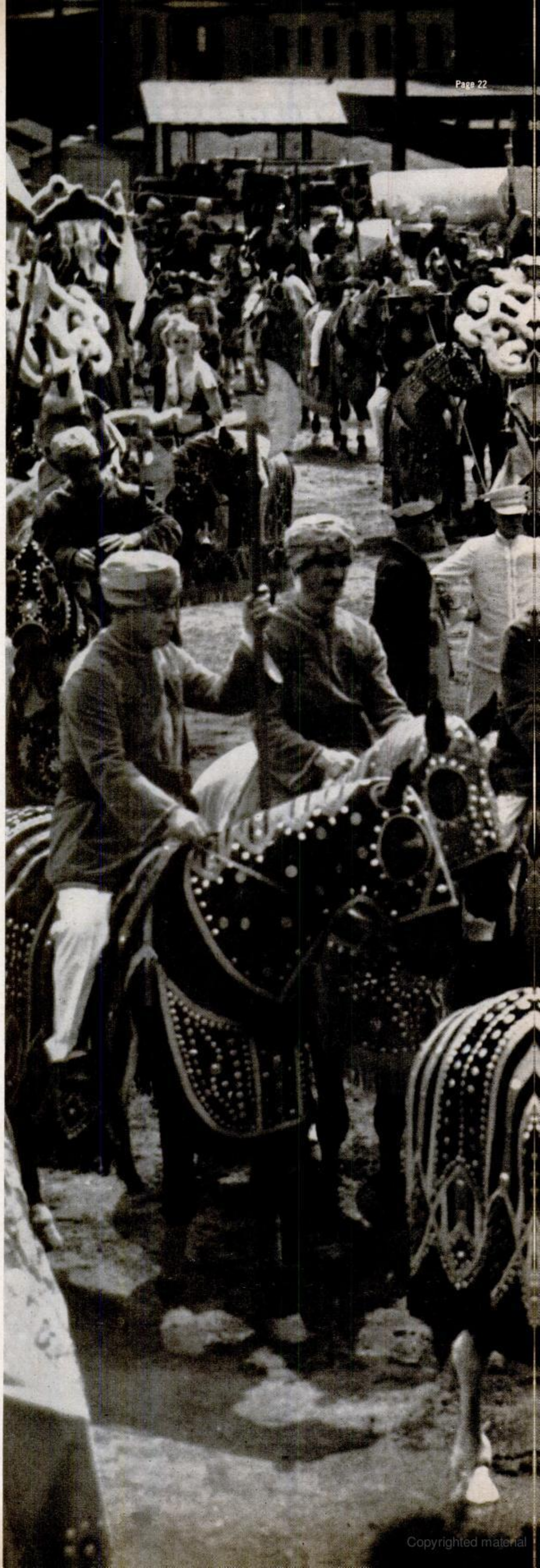
One of the three Ringling giraffes is led toward the loading train in Sarasota. A good circus giraffe costs between \$8,000 and \$11,000, travels in a specially designed padded wagon.



This constipated Ringling female lion is being forced to take exercise at Florida winter quarters. With whip at left is Terrell Jacobs, "earth's foremost educator of savage beasts."



Two of the 48 Ringling elephants push a stock car toward the loading platform as the circus prepares to move North. The Ringling show travels in 100 cars, owns 360 draft horses.





CIRCUS

means animals, acrobats, freaks
and the arrival of another spring

Poets favor the violet, the crocus, and the bluebird, and people with their feet on the ground the increased sale of secondhand cars, but one of the most reliable harbingers of spring in the U. S. is the trundling of 30-odd circuses from winter quarters to a thousand cities, towns and villages. Greatest of these is Ringling Brothers and Barnum & Bailey Combined Shows which opens in New York April 8 and from which most of the circus pictures in this issue of LIFE were taken.

Backbone of any circus is animals, of which Ringling has over 1,000. Circus animals are generally in better condition than zoo animals, and cost more. They range from a \$10 monkey to a \$12,000 rhinoceros and, in the case of Ringling, a priceless gorilla (LIFE, March 14). Elephants cost up to \$4,000, lions and tigers \$800 up, camels \$1,600 a pair. You can get a satisfactory kangaroo for \$280. Circus salaries, necessarily seasonal, run high. Ringling clowns get from \$55 to \$300 a week plus living expenses. Two trapeze artists, the Concellos, get \$1,400 a week for their act. To transport its personnel of 1,600 and its animals and equipment north from Florida and to open in New York costs Ringling \$50,000. Smaller shows sometimes use motor trucks, but Ringling has its own trains. Notably a family affair, with intermarriage among its workers the rule, the circus has its own doctors, dentists, lawyers, detectives, chefs and teachers for its children.

The opening grand march of the circus (see left for a Ringling opening in Philadelphia) is about as close to Oriental splendor as the U. S. ever gets. Its clowns (see below *et seq.*) are about as close to practiced idiocy as the country ever gets. If its name is Ringling, it will travel 20,000 miles between now and November, give 400 performances before 5,000,000 people, serve 10,000 pancakes for one morning's breakfasts, spend \$18,500 a day, gross something like \$6,000,000. Smallest town Ringling played in the last 30 years was Watseka, Ill. (pop. 3,500). Visitors from nearby counties swelled the audience to 17,000.



RINGLING CLOWN POLIDOR REVEALS ALL

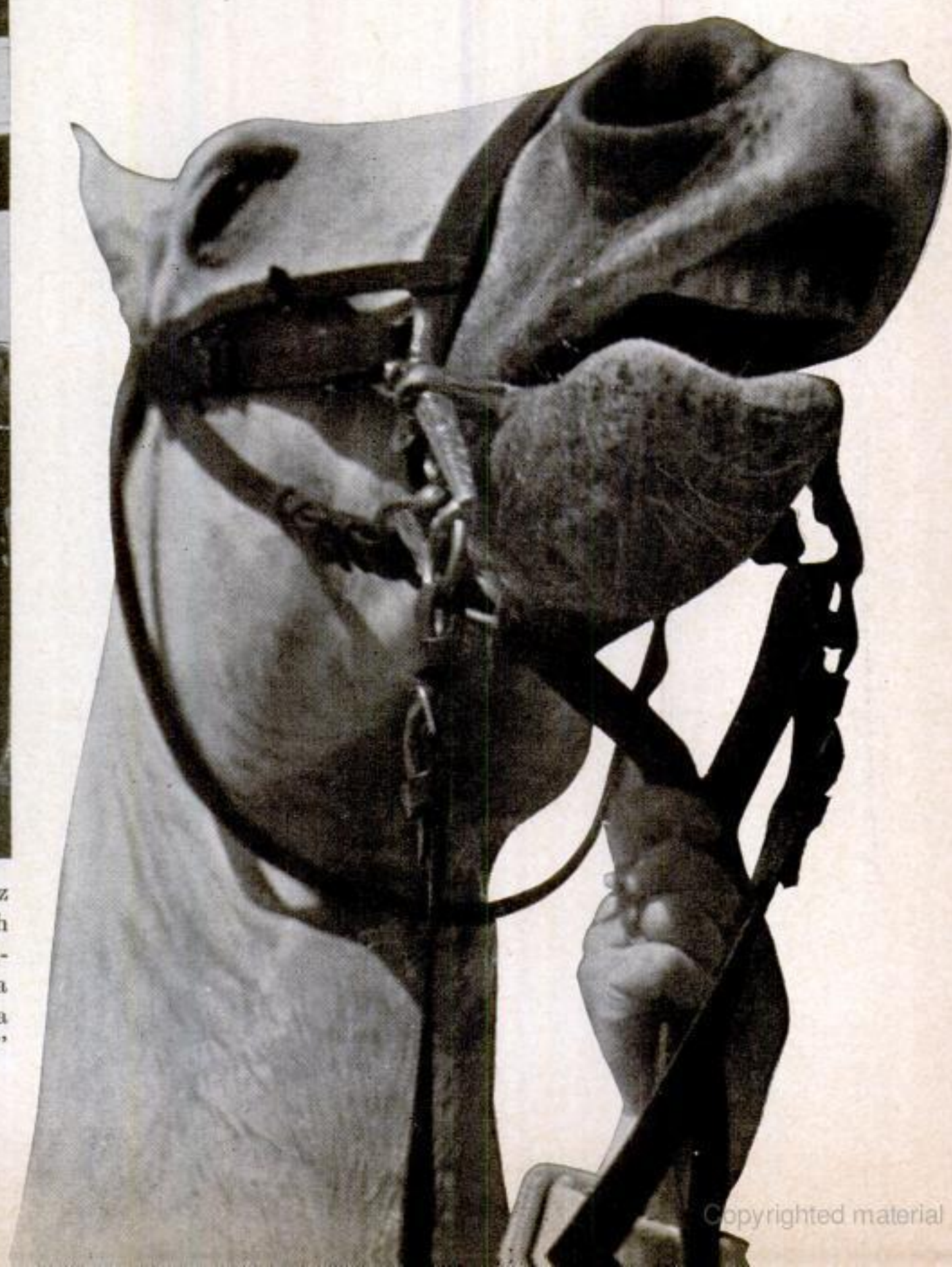
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Circus (continued): The Human Blimp Had a Six-Pound Baby



Fattest lady on this page is 757-lb. "Baby Ruth" Pontico, shown in the dressing room of her 30-acre Tampa, Fla. ranch. A 6-lb. baby at birth, 27-year-old Ruth weighed 50 lb. when she was a year old. Her mother, long in the circus, weighed 720 lb., was known as the human blimp. Ruth once

lost 250 lb. in a siege of pneumonia. She raises Spitz dogs, likes to entertain giants and human octopi with three legs. She likes candy and spaghetti and usually eats as much as three normal people. She has a normal sister who is a style mannequin. At right, a White Arabian named Djuna who "laughs at will."





A contagious laugh is "Chesty's" chief claim to clownish fame. The "shirt" which you see on his chest is painted there. He has been with the same circus for the last 23 years.



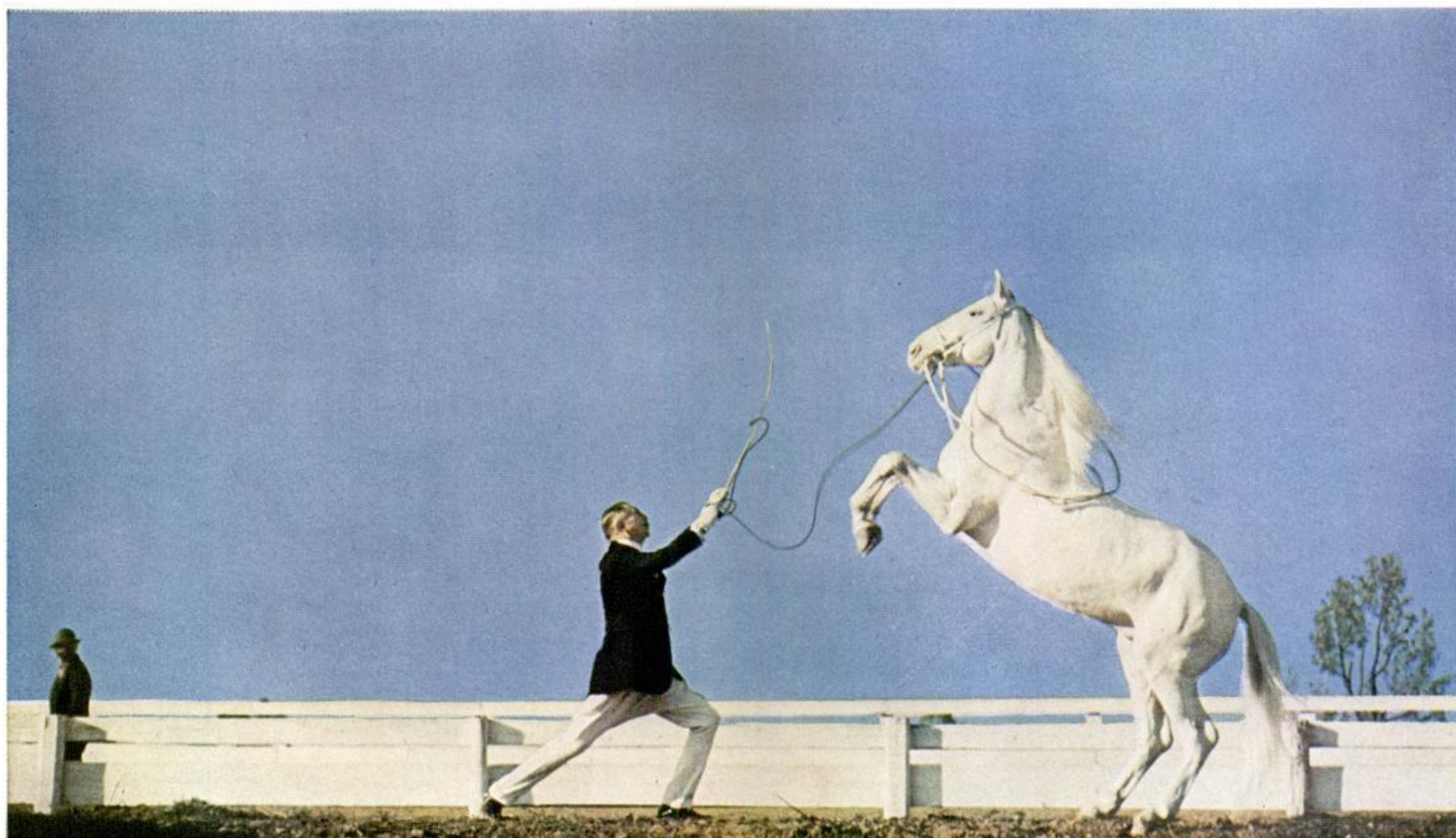
A boxing act is a Lou Jacobs specialty. His favorite part is that of Jack Dempsey in the Dempsey-Tunney fight. Clowns sometimes change costumes and acts but never makeup.



A clown cop with Ringling is Joe Lewis who convulses children and grownups alike by wandering about unceremoniously breaking up other clown acts with a big rubber club.



A midget clown is "Moorey" who plays the part of a pig in *The Big Bad Wolf*, drives a fire engine in the traditional house-on-fire scene and is an expert at playing the harmonica.



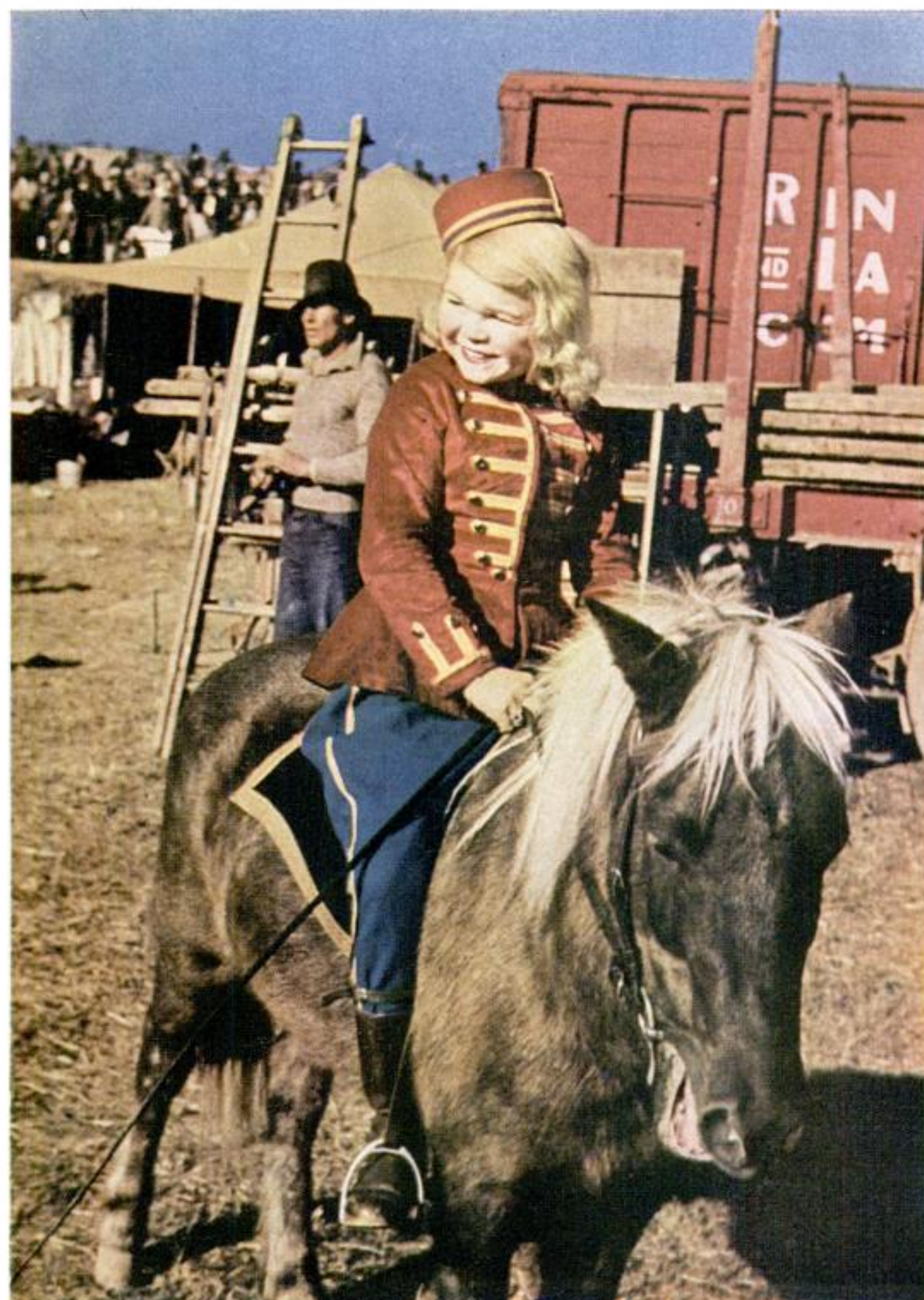
Ringmaster of the circus is Fred Bradna, here shown training a horse to rear properly. Bradna directs the whole

show, bossing and synchronizing the various acts. The son of a rich Alsatian brewer, he became a circus man 37

years ago when a circus horse in Paris catapulted the future Mrs. Bradna, who is still a circus rider, right into his lap.



A decorative circus rider is Lucille Wallenburg, here shown on horseback about to enter in the opening spectacle. Her father "Waxy" Panzer is the show's blind harness maker.



Prettiest Ringling midget is Daisy Doll, cheerfully relaxing after her performing-Shetland-pony act. Daisy has three midget-colleagues in the show. She has acted in the movies.



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Facial Contortionist Popeye was with the Ringling show four years, died last autumn. To make faces like this, he had all his teeth pulled out.



Gilded Lady Mickey Otaris has been with Ringling six years, doubles as a living statue and trapeze artist, is 20, unmarried, German-born.



Dwarf Howard Marco stands 3 feet 8, weighs 70 lb., plays in a Ringling version of *Snow White and the Seven Dwarfs*.

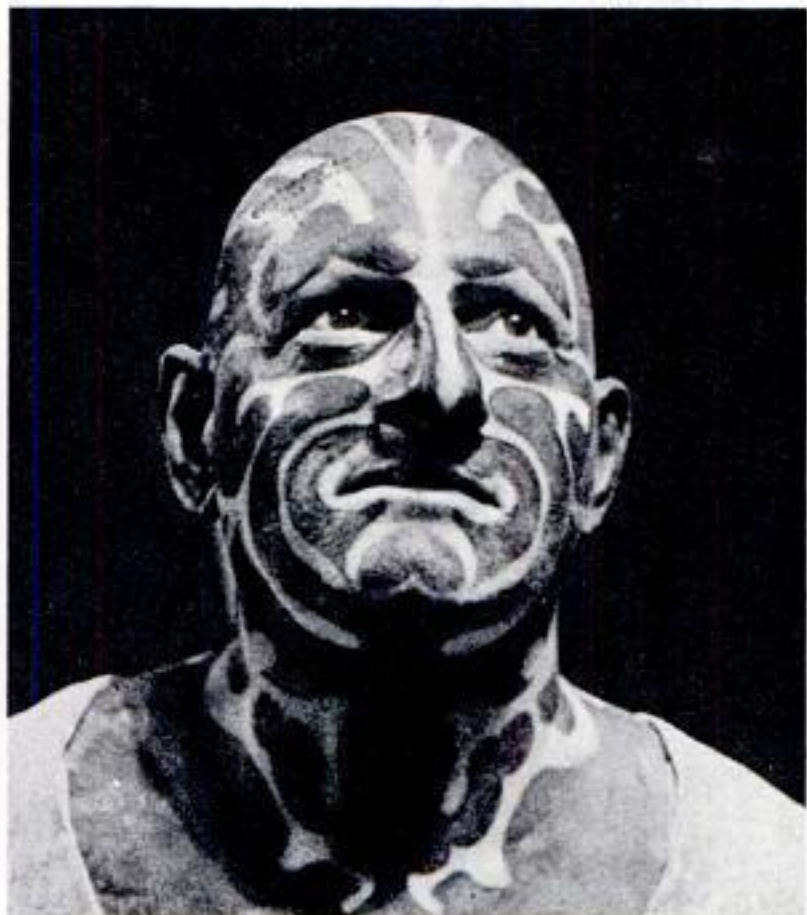


Top-notch pyramid riders at right are the Loyal-Repenski Troupe, billed as a French-Italian family. At left stands Nelson the Stilt-walker. He has been with Ringling circus for 21 years and stands 18 feet high in his stocking stilts.





Trapeze Artist Harriet Snelling, 20, was born under the Big Top, is daughter of "Happy Jack" Snelling, Ringling tent-layout plotter.



Zebra Man Omi, now with a European circus, was once an officer with the British Army, paid \$10,000 to have himself tattooed blue from top to toe.



Acrobatic Comic Cannestrelli, eight years with Ringling, pretends to have a clarinet running through his head.



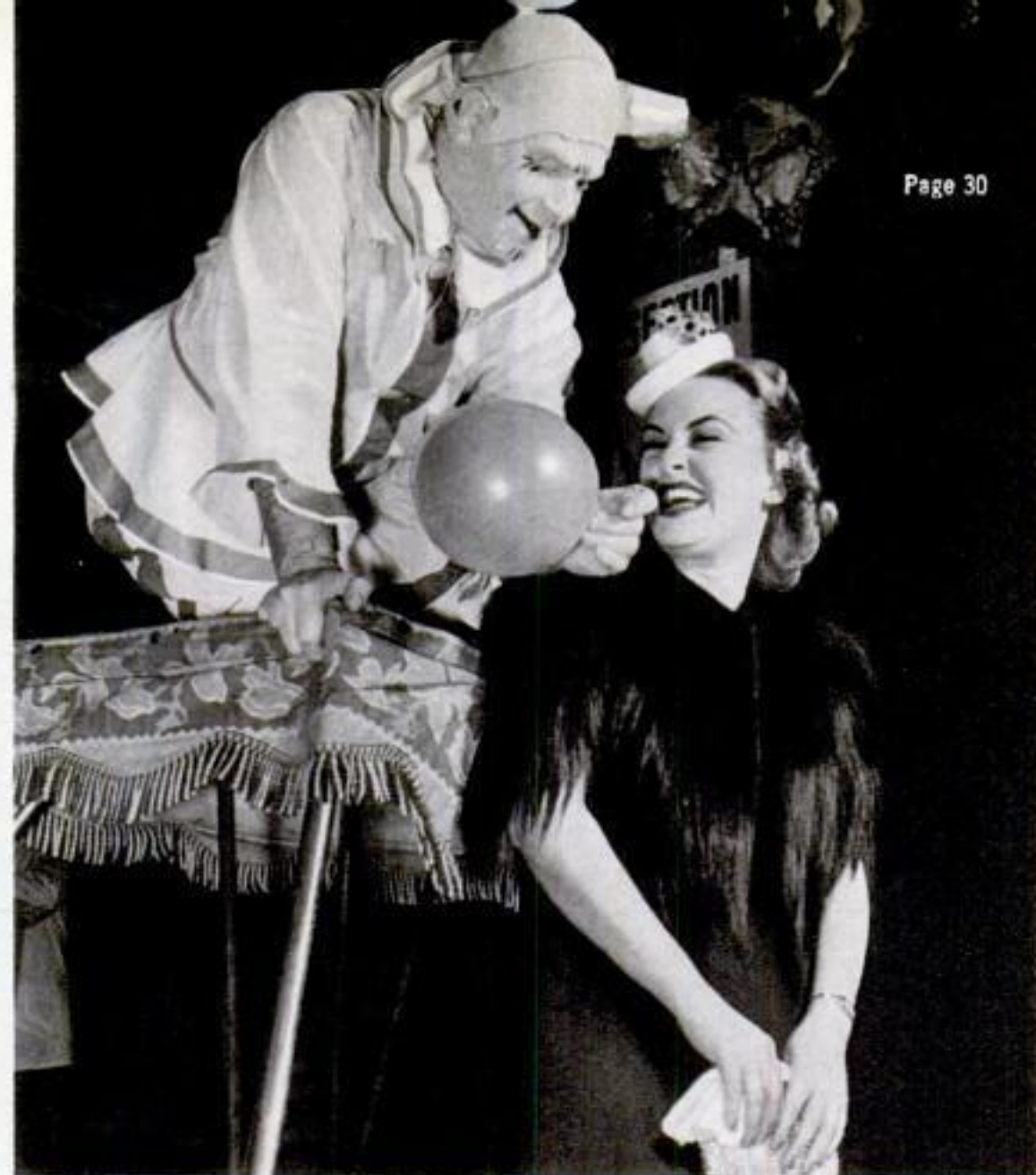
A tightwire act is the specialty of the Chinese Naitto Troupe. Above, Ala Naitto stands on her sister Nio who can perform the rare feat of turning back-flips on a wire. At right is Circus Giant Jack Earle with some congenial midgets.





Circus influence is latest fashion fun

Paris is a circus town. The Cirque Médrano and the Cirque d'Hiver give daily performances almost all year round. But not until this spring had a French dressmaker used the circus as inspiration for a new collection. This year, at the spring openings, publicity-wise Schiaparelli made headlines by showing circus print dresses, clown hats, buffoon-faced buttons, lion-tamer capes, circus jewelry. Within a week, American fabric houses were registering their own versions of circus prints. A fad style, it will probably follow the travels of the circus around the U. S. all this summer. Stores are already giving circus names to some of the clothes in stock, putting them in their windows with seals, acrobats, bears and other Big-Tent props, calling them circus windows. In bright print dresses, gaudy scarfs, odd hats, freak jewelry, those U. S. women quick to follow quick styles will look circusy this spring.



Monkey jackets, like one above from R. H. Macy & Co., will be featured as "circus" clothes. Note that the girl's monkey hat is like the clown's.

Schiaparelli's circus print dress, left, imported by Saks Fifth Avenue. Note that girl wears a bandmaster's hat, like her circus companion.



"Ringmaster" is what Lord & Taylor call the stripes on this dress, a subterfuge which makes it eligible to exploitation as a "circus" fashion.

The clown hat the girl below wears with dotted veil is a high in circus nonsense. But John-Frederics will sell it nation-wide at \$30 each.





Stetson Presents

**PADDOCK GREEN
AND SORREL TAN**



The smart shapes and "Thoroughbred Colors" of these Stetsons are new as tomorrow. But Stetson felt, unchanged with the years, has the same rugged quality that has made the name Stetson famous the world over. John B. Stetson Company, Philadelphia, New York, London, Paris. Stetsons are also made in Canada.

America's race-meets, hunt-meets, horse-shows...colorful, thrilling...drawing the smart world as never before. This inspired Stetson to set a new style-pace for Spring 1938 with a series of colors derived from the world of thoroughbreds. Right: A "Sorrel Tan" snap brim, welt edged, worn with center crease spread out at back. Left: Stetson's new "Paddock Green" in a distinguished pork-pie shape with saddle-stitched brim.

Stetson Hats

STETSON HATS ARE PRICED FROM \$7.50 (UNLINED, \$7) TO \$40. AIR-LIGHT STETSONS, FROM \$5

Rosalind Russell gives spring's best tip to the Bride-To-Be



Dresses by Jonai—hat by Lilly Daché

ROSALIND RUSSELL, M-G-M's brightest star in smart-world dramas, has this to say to brides-to-be:

"A wedding means so many things to decide!

"First, choosing *him* (though *he* thinks he chose *you*)..."

"Then selecting your wedding dress (I'd love the dress pictured here for myself!)..."

"And then, choosing your silver pattern—the one that will grace your table all your days.

"The one I specially want you to see is the pattern I named—

"First Love."

"It's 1847 Rogers Bros. newest—and it's beautiful!

"And when I think of how you can get 50 pieces and a gorgeous Bridal Chest besides for the price of 40 pieces, if you'll just hurry to your silver dealer's... *You will hurry, won't you?*"



Such patterns—until now—have been possible only in sterling! 1847 Rogers Bros. broke all precedents when "Lovelace" appeared with its orange blossoms and piercing, for such a pierced pattern had, until then, meant sterling. Again, in "First Love," tradition was upset, for it had been thought that only sterling could have so high-raised a motif—such depth of detail. Choose from these and six other 1847 Rogers Bros. patterns when you get your Bridal Chest.



It's true! For a limited time only you can buy this beautiful 50-piece service for eight, in the Bridal Chest pictured above, for the price of 40 pieces. It's as though the ten pieces you see in the top and the handsome chest itself were a gift to you. Every piece is 1847 Rogers Bros. silverplate, with the year-mark 1847 on the back, to prove it. The price—but \$49.75. Other sets as low as \$32.50. Easy terms will be arranged by your dealer.



What does the year-mark 1847 mean, on the back of silverplate? It means the finest silverplate that one can buy—1847 Rogers Bros. lifetime silverplate. Many old families in America treasure heirlooms in this fine plate—pieces that once adorned pre-Civil War tables in homes of the wealthy, or that went West in covered wagons, hidden away with a few treasured possessions. Today—as then—1847 Rogers Bros. silverplate is the choice of brides who know.

1847 Rogers Bros.

INTERNATIONAL SILVER COMPANY
MERIDEN, CONN.



A CHINESE PATRIOT THROWS A GRENADE AND SCUTTLES FOR HIS LIFE



NABBED BEFORE HE REACHES THE CORNER, HE IS HUSTLED OUT INTO THE SUN

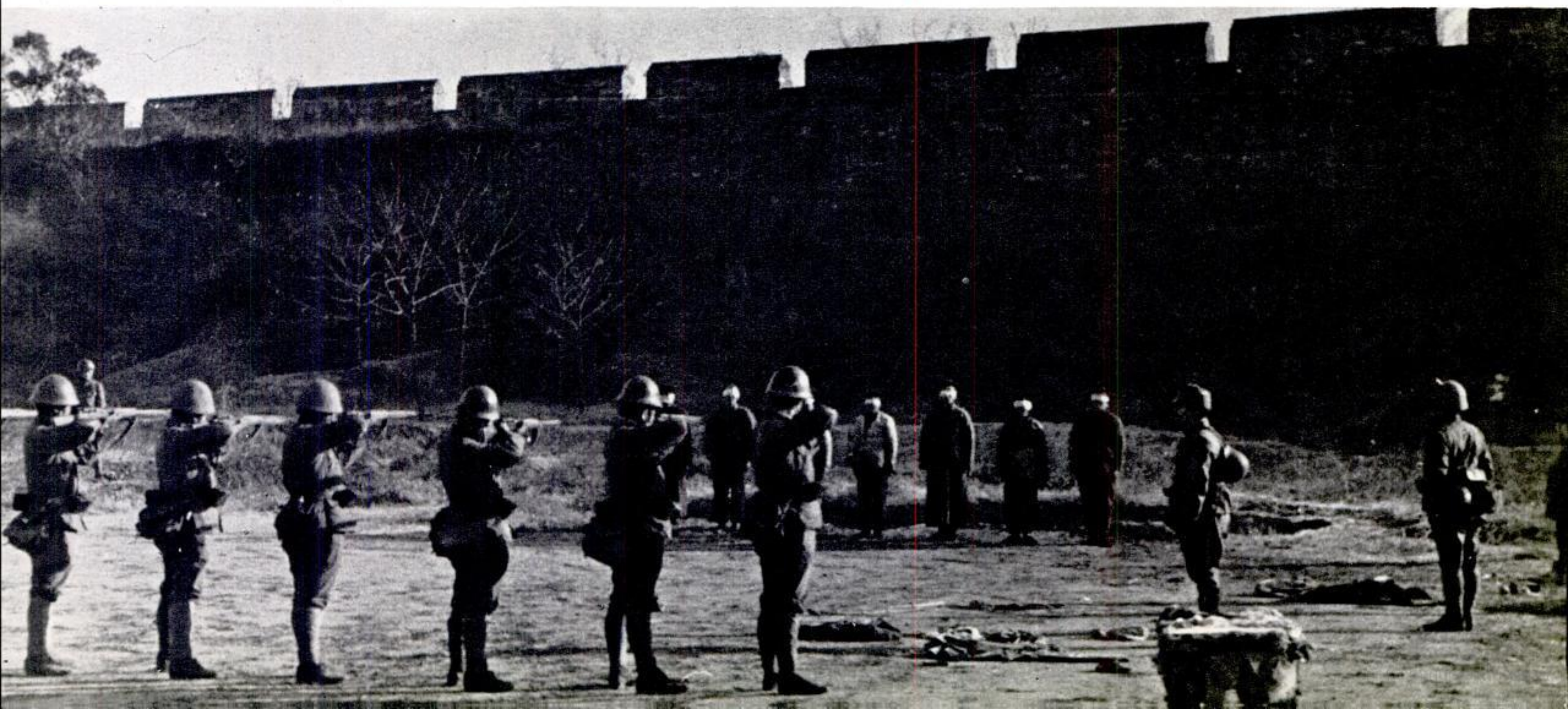


HE IS FLUNG ON HIS FACE IN THE DUST AND QUICKLY SEARCHED FOR WEAPONS



A KICK ON THE SHINS KEEPS HIM QUIET. THE SENTRY HAS FOUND ANOTHER GRENADE

WITH SIX OF HIS COMPATRIOTS, THIS CHINESE (SECOND FROM LEFT) WAITS FOR DEATH UNDER THE ANCIENT BRICK WALL OF NANKING. THE CITY IS NOT YET FULLY AWAKE



DEATH FOR A CHINESE INDIVIDUALIST

A routine morning in Japanese Nanking

Nanking, former capital of China's Ming Emperors and recent capital of Chiang Kai-shek, has been under Japanese control since Dec. 14. On March 22 it was announced that a Japanese puppet state would be set up in Nanking headed by complacent Liao Feng-hsi, friend of a friend of the sainted Dr. Sun Yat-sen.

This does not mean that peace has come to the old city. Spurred by the success of battered Chinese armies in the north in keeping Japanese armies beyond the Yellow River for five weeks, Chinese guerrillas in this and other Japanese-controlled cities intensified their ceaseless sniping at their stumpy little conquerors.

Early morning when very few civilians are likely to be hurt is the favorite time to throw a grenade or fire a hidden pistol. Nearly every day in all the Chinese cities occupied by Japanese troops, the scenes on this page are being re-enacted, but Chinese peasants for whom life must always be hard, face death easily.



U. S. Ambassador at Tokyo, able, correct Joseph Clark Grew, & wife, are first to come and go (left). The Japanese



is Tokyo's No. 1 caterer. At right, using chopsticks ably, Ambassador Grew sits before a Confucian scroll, between

his military attaché, Lieut. Col. Crane (left) and his smiling hostess, Mrs. James R. Young of Mansfield, Ohio.

TOKYO'S FOREIGN COLONY HAVE SOME QUIET JAPANESE FUN



Guests sprawl in un-Japanese postures for after-dinner newsreels. Foreground, an American attaché's wife, Mrs.

John Weckerling. Extreme left, Episcopal Bishop in Japan's brother J. C. Reifsnider. The pots hold charcoal fire.

Tokyo, fighting an expensive and critical war, has been dull this winter for the foreign colony of diplomats, businessmen and newspapermen. The Japanese Government has frowned on high jinks by foreigners. Unexpectedly into this gloom burst James R. Young, veteran Hearst correspondent, with a mid-February party "to celebrate my ten years in Japan, to celebrate the anti-air raid maneuvers, to celebrate anything." The result is shown on this page.

The guests, a polyglot cross-section of Tokyo's 18 nationalities, ate *sukiyaki* (choice beef), *toriyaki* (boiled chicken), *batayaki* (beef cooked in butter), 180 raw eggs, grilled fish, turtle soup, mushrooms, bean curd. Some of the mixing and cooking they did themselves on charcoal fires on their tables. They drank hot *saké* (rice wine), 50 gallons of Japanese beer and Martini cocktails. They saw magic and juggling and a newsreel, heard a fake broadcast from Station JOKE, a parody on Tokyo's JOAK, in which an engagement of two guests was announced. Only oldtimers were able to sit correctly, on their heels. The foreign colony in any capital is always intensely close and gossipy. Tokyo's has drawn still closer, since the war with China made Japan's relations with the Western World more delicate from day to day.



How not to sit is shown by Czech Attaché Volney (left) and Jim Robinson, head of St. Luke's Medical Centre. The ladies are Italian Signora Andreis and Canadian Mrs. Buckberrough.



How to sit is more or less shown by (from left) local Tennis Champion Mrs. Teaze, Socony Vacuum's C. E. Meyer (only dinner coat), Mrs. Grew and the wife of Bank Manager Coe.

APRIL, 1938

LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 9

Join Victor Record Society in Group. Singing class at Alexis I. du Pont School District, Wilmington, Delaware, which recently joined Victor Record Society. In picture Miss Mary E. Brewer is conducting a rehearsal of Gilbert and Sullivan Opera "H. M. S. Pinafore."

THESE ARE RECORD DAYS...

The fast-mounting interest in records rests on the constant research work of RCA in the field of sound recording and reproduction. So great have been the advances made by RCA laboratories in the faithful reproduction of sound that, as thousands of music lovers know, the vogue for recorded music is rapidly becoming the outstanding news of the musical world. All those who have heard Victor Higher Fidelity Records are well aware of the reason. They realize that records can no longer be thought of in terms of the discs piled away in many a garret. Actually those old-time records, marvels of their day, are scarcely more like the Victor Higher Fidelity Records of today than a 1901 two-cylinder car is like its 1938 prototype.

The new kind of Victor Records owe much to radio, in addition to their debt to the closely allied science of electronics—a science of which RCA is the foremost exponent. NBC programs for eleven years have brought fine music to millions, have awakened a desire to hear music of all varieties.

RCA Photophone has further stimulated this interest in music by bringing to motion picture audiences the voices and music of their favorites. By applying principles used in NBC radio broadcasting, in RCA sound engineering, and in recording sound for motion pictures, RCA Victor engineers have developed Victor Higher Fidelity Records. From the spiral tracks of these amazing discs is released every type of music, from the most delicate wisps of sound to the mightiest fortissimo passages of the greatest symphony orchestras.

Many are the instruments which RCA research engineers have developed to reproduce these new records. Simplest of all is the RCA Victor Record Player, which makes any radio an electric phonograph. This invention bids fair to benefit to an enormous degree all who love good music. It is in fact the basis of a new idea in musical enjoyment. You can see how on the following pages.

NEW RCA SERVICE MAKES EVERY LIVING ROOM A CONCERT HALL



A SOLID SEND OF JIVE!

King of Swing Benny Goodman, and a part of his band as they "get ridin' and dream it up" at the Victor recording studio. The swing, or "Jive" performances which dazzle and delight New York "hep-cats" and "alligators" at the Pennsylvania Hotel's Madhattan Room can be heard at any time on Victor Records. The RCA Uni-directional Microphone at the right of the picture insures accurate pickup of all sound.



From Africa came the conga and the bongos, drums played with the hands, and the claves, two little sticks which click in time with rumba music. Above is a part of Xavier Cugat's rumba orchestra, which plays nightly for the smart crowd that gathers to dance the rumba in the Sert Room of New York's Waldorf-Astoria Hotel. Victor Records make the music of Mr. Cugat's band available to everyone at any time.



CONGA! BONGO!

There's a rising vogue in dancing. It's Cuban—it's exotic. It's the rumba—and it's easy.

The jaw bone of an ass, Samson's famed weapon, now finds peaceful use as one of the strange percussion instruments which beat out the stirring rhythms of the rumba, and its often associated dance, the tango.



Elaborate gyrations which some think of in connection with the rumba are actually only seen in exhibition rumbas. This dance, just as is true of the fox trot or waltz, is elaborated and built up by exhibition dancers to include a maze of intricate steps. Shown above is the rumba dance team of Carlos and Juanita dancing an exhibition rumba to Cugat's music.



The essence of dancing is rhythm which explains why, after a number of years of scattered popularity, the rumba is fast becoming the great dancing vogue of the nation. For rhythm is the very soul of rumba. Dancers who have difficulty following the timing of other dances find it easy to keep in step with the rhythmic beat of the rumba. The steps

of ballroom form of the rumba are not intricate, nor is the correct posture (shown above as Donna Wilson and Rudy Valencia dance while Mr. Cugat conducts) of the clinging vine, or cheek-to-cheek style. However, performers feel a lost-in-the-rhythm sensation, which many say surpasses that in other types of modern ballroom dancing.

THE WORLD'S GREATEST ARTISTS ARE ON VICTOR RECORDS



Siegmund at ease. Lauritz Melchior, considered by many critics the greatest of Wagnerian tenors, with Senz, famous Metropolitan hairdresser adding the final touches for the role of Siegmund in "Die Walküre." Mr. Melchior's principal arias are all available on Victor Records.



Star makes up at Metropolitan. Kirsten Flagstad prepares for the role of Sieglinde. Another of Mme. Flagstad's famous roles is that of Brünnhilde, and one of the best selling and most beloved of all Victor recordings is Brünnhilde's War Cry "Ho-yo-to-ho."



Hands without baton. Leopold Stokowski, famed conductor, leads without a baton, relying on the motions of his expressive hands. Among most popular

Victor Records are many recordings of the Philadelphia Symphony Orchestra under the direction of both Stokowski and Eugene Ormandy.



Richard Crooks, with Conductor Bodansky and Stage Manager Defrerris just before the curtain rises on "Manon" at the Metropolitan Opera. Thousands are finding pleasure in Mr. Crooks' most recent Victor Album, containing ten of the best-loved songs of America's greatest folk-song composer, Stephen Foster.



Otello and fireman. Lawrence Tibbett chats with fireman backstage at the Metropolitan. You can hear the entire opera "Otello" on Victor Records, and there are, of course numerous recordings of Mr. Tibbett in a wide variety of the operatic and popular songs he sings so splendidly.



Victor executive decorated by France. French Consul at Philadelphia, Marcel De Vernueil, presents to Charles O'Connell, RCA Victor recording executive, the Palms of an officer of the French Academy in recognition of his services to French music.



Best selling album today is the Victor collection of songs from "Snow White" (price \$2.25). These entrancing melodies, like the picture itself (which is recorded and reproduced by RCA Photophone), have won a host of admirers. Photo © Walt Disney.

VICTOR RECORD SOCIETY IS BORN— HERE YOU MEET SOME CHARTER MEMBERS



"My little daughter of four has shown unusual appreciation of fine music since we have been playing Victor Records," says Mr. Henry N. Marsh, chemical engineer and Victor Record Society charter member.

"Invaluable as a means of informal entertainment," says Mrs. Dorothy A. Mendinhall of her Victor Record Player. Mrs. Mendinhall, V.R.S. charter member, is shown below with her cigarette-eating pet goat.



EDITOR'S NOTE—The winner of the RCA LISTEN Contest in the February issue of LISTEN is Mr. Bill Vernor, Jr., 1610 Waugh Drive, Houston, Texas. Correct answers are: 1—Electric Tuning Radios; 2—Two networks; 3—NBC programs; 4—144 stations; 5—Victor Records; 6—NBC chimes; 7—Increasing. (In the opinion of the judges Mr. Vernor best stated the reasons for increasing popularity of Victor Records.)

When alert executives of RCA Victor noted month after month of rising sales of Victor Records they began to delve into figures. Quickly they discovered that while thousands of music lovers were enjoying Victor Higher Fidelity Records, many others, equally fond of music were missing this form of entertainment. Seeking an explanation they found many persons had the mistaken belief that to enjoy records one must have expensive equipment. Not enough knew that on the market is a Victor Record Player, costing less than \$15, and that this will convert any radio into an electric phonograph, while allowing its continued use as a radio.

Said Tom Joyce, RCA Victor Advertising Director, "Let's not only tell people about the Record Player, let's arrange to give one to everyone who is willing to show that he is a real music lover." And so was born a new idea in music—the *Victor Record Society*, a plan enabling all who become members to receive without cost, a new, highly improved Victor Record Player, with modern crystal pick-up. On this they play Victor Records of their own selection, through their own radio sets.

To discover what reception this plan would receive from music lovers, it was tested in Wilmington, Delaware. There V. R. S. scored a hit that astonished dealers and record distributors and the community. As a result the Victor Record Society is now on a nation-wide basis, is open to music lovers in every State. On the facing page is the first national announcement of the Victor Record Society.

Here are some of the charter members of V. R. S. They have gladly granted LISTEN permission to tell others about their delight in this new way to enjoy fine music.



"V.R.S. membership allows us to have the music we want when we want it," says Mr. Robert E. Curtin, Jr., Wilmington Morning News reporter. Picture shows Mr. and Mrs. Curtin with their Victor Record Player.

Mr. and Mrs. J. M. Fackler, Jr., Wilmington newlyweds say, "Our Victor Record Player brings us a new enjoyment of fine music, and our V.R.S. membership makes it easy to get the records we want."



Miss Bonnie Garey of Wilmington and J. Russel Fennimore dance to Benny Goodman hit played on a Victor Record Player. Miss Garey's family are V. R. S. charter members.



Mr. E. B. Wilson, Jr., Wilmington V. R. S. member, enjoys playing his violin to the accompaniment of Victor Records heard through his radio with his Victor Record Player.

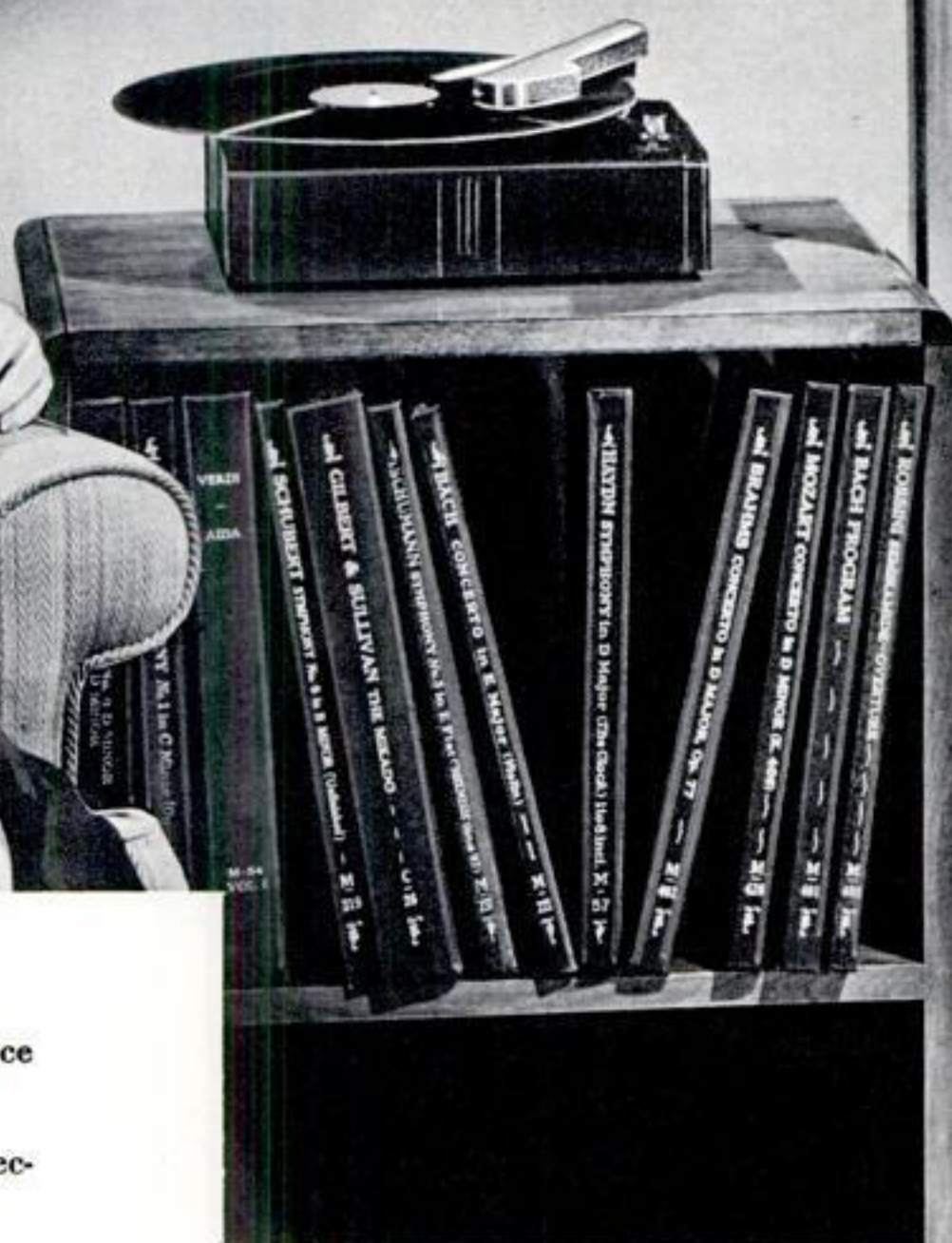
Libraries of Enjoyment are being built by millions of music lovers who find Victor Records suit every mood. For newest idea about records and record playing see next page.



RCA
RADIO CORPORATION OF AMERICA RADIO CITY, NEW YORK
NATIONAL BROADCASTING CO. • RCA INSTITUTES, Inc. • RCA COMMUNICATIONS, Inc.
RCA MANUFACTURING CO., Inc. • RADIOMARINE CORP. OF AMERICA

Here's how YOU can join the Victor Record Society...and

Get this \$14.95 LIST PRICE RCA Victor Record Player Without Cost!



New RCA Victor SYMPHONY RADIO

With the New Symphony Radio all music, all sounds, have reality such as you have never heard, on any other radio. It is an instrument that is simply magnificent in tone, and magnificently simple in design. It's RCA Victor Electric \$125.00 * Tuning — Model HF1.

This instrument is designed to give good performance only within the "service area" (about 100 miles) of high powered broadcasting stations.

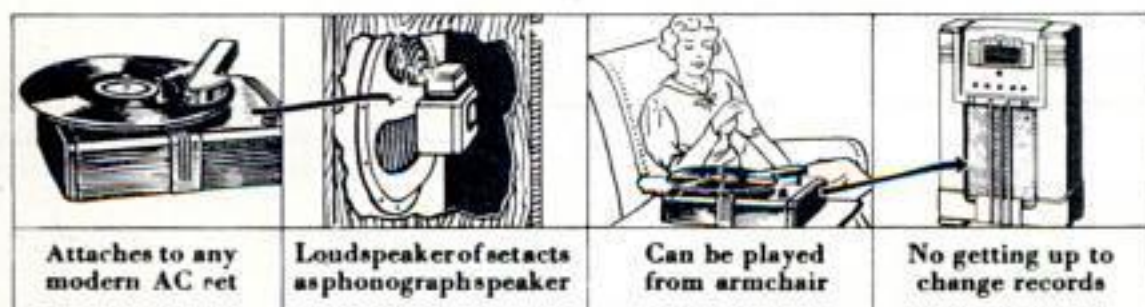
HERE'S WHAT MEMBERS GET!

- 1 RCA Victor Record Player Model R-93B (list price \$14.95) without cost.
- 2 A year's subscription to the monthly "Victor Record Society Review."
- 3 Free copy of booklet, "The Music America Loves Best" plus free advice from the RCA Victor Musical Director on how to build and enjoy your own Victor Record Library.
- 4 Victor Record Dividends. Membership in the Victor Record Society entitles you to Victor Record dividends up to the amount of your membership fee, \$6.00. You buy \$1.00 worth of Victor Records a week for 60 weeks. As you complete each \$15.00 worth of Victor Record purchases, you receive \$1.50 in Victor Records as dividends.

HERE'S HOW TO JOIN THE VICTOR RECORD SOCIETY

- 1 Pay \$6.00 membership fee.
- 2 Buy \$9.00 worth of any Victor Records you wish — dance, classical, symphonic, etc.

HERE'S HOW RECORD PLAYER WORKS!



Join Victor Record Society!

Play Victor Records through your radio with the new crystal pick-up RCA Victor Record Player given to all members

Sensational new idea makes it easy for you to hear the world's greatest artists in your home whenever you wish

NOW the offer that thrilled Wilmington music lovers to almost united action is made to you! Now you and your family can hear the music you want when you want it... can make your living room a concert hall whenever you wish... at no outlay of money at all, except for the Victor Records you buy and the cost of your membership! The RCA Victor Record Player, newest marvel from the RCA Victor "Idea Factory" opens the great, rich world of Victor recorded music to you. The great symphony orchestras, the great dance bands, the great artists can all be yours, to hear whenever you please and as often as you please.

Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P.M., E.S.T., on the NBC Blue Network.

When buying radio tubes, say "RCA"—First in Metal—Foremost in Glass—Finest in Tone.

* Price f.o.b. Camden, N. J. subject to change without notice.

Convert your radio into a modern electric phonograph-radio with this RCA Victor Record Player. Join in America's new, rapidly growing vogue for playing, dancing to, entertaining with Victor Records! Now's your time to do it...when you don't have to pay a cent for the RCA Victor Record Player! Join the V.R.S. and take advantage of this unusual offer now! Mail the coupon, or see your dealer, today!

MAIL NOW! GET THE FACTS

RCA VICTOR
Camden, New Jersey

I should like to have descriptive literature on the Victor Record Society.

Name.....

Address.....

City.....

State.....



RCA Victor

RADIO'S GREATEST VALUE • A SERVICE OF THE RADIO CORPORATION OF AMERICA

Copyrighted material

OKAWVILLE TIMESMAN GETS BEST PICTURE OF SEASON'S FIRST TORNADO



Death spun through seven states of the Mississippi Valley on March 15 as imminent spring presaged its approach with the worst tornado in ten years. Of a few photographers who boldly faced the racing whirlwind, Grover Brinkman of the *Okawville Times* was most successful. He snapped this picture from a quarter mile away, narrowly escaped with his life.

Desolation was all that remained in the twister's capricious swath. Not only frame buildings, but more solid structures like this church at Darmstadt, Ill., were devastated by its impact. Red Cross estimated the toll at 20 killed, 188 injured, 2,000 homeless. Worst-hit community was Belleville, Ill., where 60 homes were destroyed, ten persons killed.



wheat futures quotations and the
May delivery closed at 96 1/4 cents a
June, 1919.

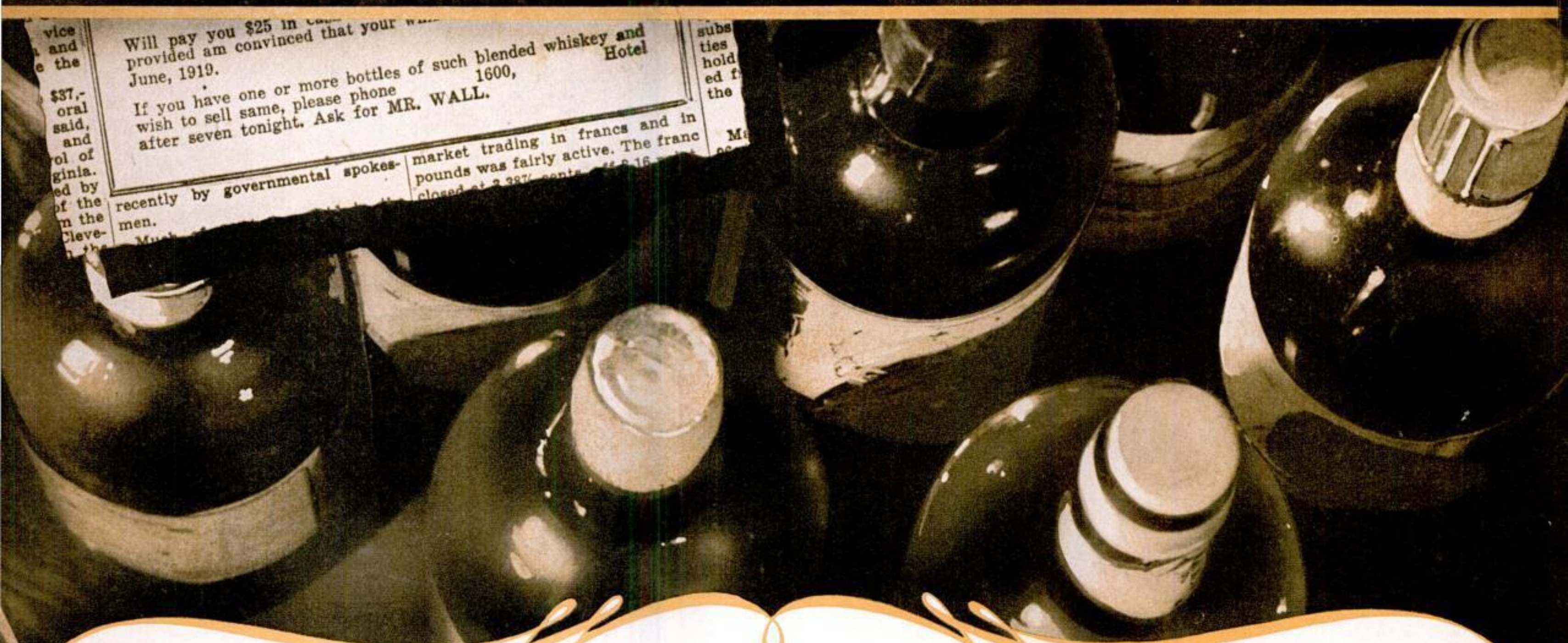
up %. Of the
Smelting was up % point. Anacon



\$25.00 REWARD

WANTED: Sealed unopened bottles of blended whiskies, bot-
June, 1919.

We Paid \$25⁰⁰ per Bottle



Will pay you \$25 in cash
provided am convinced that your w
June, 1919.

If you have one or more bottles of such blended whiskey and
Hotel
1600,
wish to sell same, please phone
after seven tonight. Ask for MR. WALL.

recently by governmental spokes- market trading in francs and in
men. pounds was fairly active. The franc
closed at 2 3/8% cents.

-collected these rare old blends to prove that Seagram's Crowns taste finer than whiskies of "the old days"

OUT of old trunks, attics, cellars men dusted off
their treasured bottles—whiskies they'd been
hoarding for 20 years—famous old blends... the
premium whiskies of "the old days"... and sold them
to Seagram for \$25 a bottle.

Then Seagram called in its qualified experts—
and asked them to compare these old whiskies...
side by side with Seagram's Crowns. The whiskies
were served in plain glasses. No one knew which

was which. Unanimously these men chose Crowns
—as "finer tasting, smoother, mellow."

Men everywhere are choosing Crowns—for their
finer taste. From July, 1935, to December, 1937—in
the 14 states that publish records*—more people
bought Seagram's 5 and 7 Crown than all other
blended whiskies in their price class *combined*.

Blending skill explains it. Seagram has searched
the world to single out the few master blenders
capable of producing that exquisite Crown taste.

At the bar—or wherever you buy—think before
you drink—say Seagram's... and be sure.



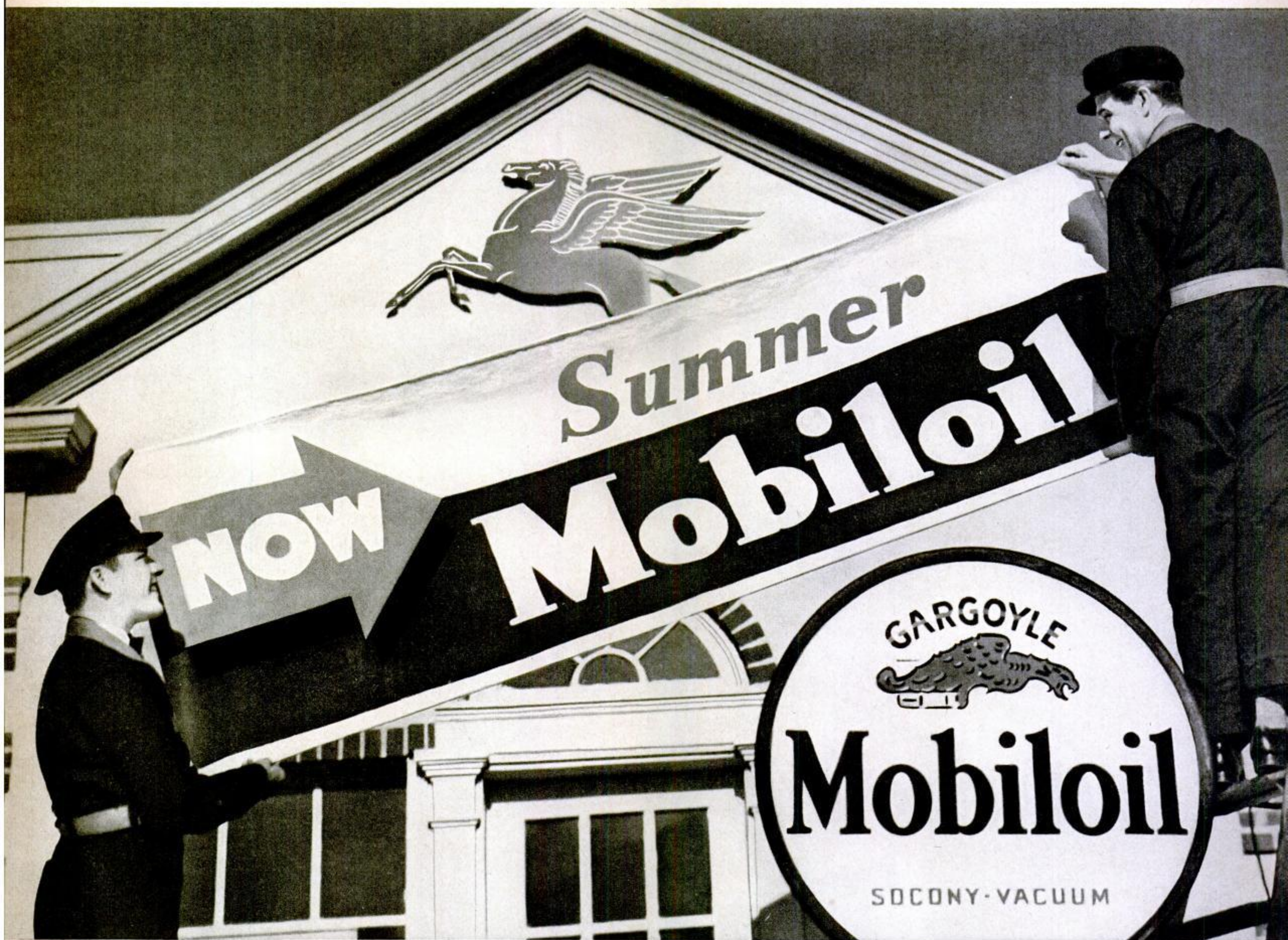
THINK before you drink
Say Seagram's and be Sure!

Seagram's Crown
WHISKIES
They're Finer - They Taste Better
BECAUSE THEY'RE MASTER BLENDED

*Based on all available official figures from July, 1935, to December, 1937, issued by the Liquor Control Boards of 14 states: Pennsylvania, Michigan, Iowa, Idaho, Utah, Maine, Ohio, Oregon, Vermont, Virginia, Montana, West Virginia, Washington, Wyoming. It includes the sales of all blended whiskies in the price class of Seagram's Crowns—ranging at present from 90¢ to \$1.50 per pint. Copr. 1938, Seagram-Distillers Corp., N. Y.

SEAGRAM'S FIVE CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. 90 PROOF.
SEAGRAM'S SEVEN CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 37 1/2% straight whiskies, 62 1/2% neutral spirits distilled from American grains. 90 PROOF.

CHANGE TODAY



Drain...Flush...Refill with the World's Favorite Summer Oil!

WAIT A MINUTE!...Don't flip this page over too fast! That's more than just an advertising banner you see in the picture. It's a *friendly warning* that can save you money—make spring driving more fun!

Mobiloil Dealers urge you to change *now* to summer Mobiloil because your winter oil is bound to be dirty...and it may be thinned by gasoline from winter choking!

It can't do the job it should to protect your precision-built engine in warmer spring driving!

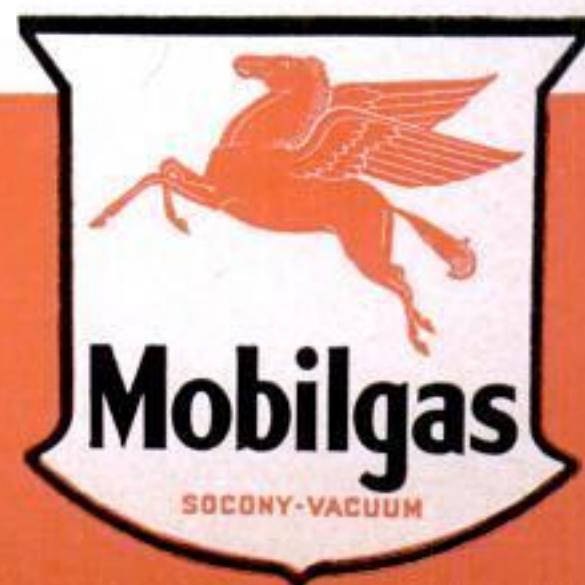
Isn't it worth a few minutes to have your Mobiloil Dealer drain and flush your crankcase—protect your engine with the world's favorite—clean, summer Mobiloil?

It's a quick, inexpensive job to *change for spring* where you see the banner above.

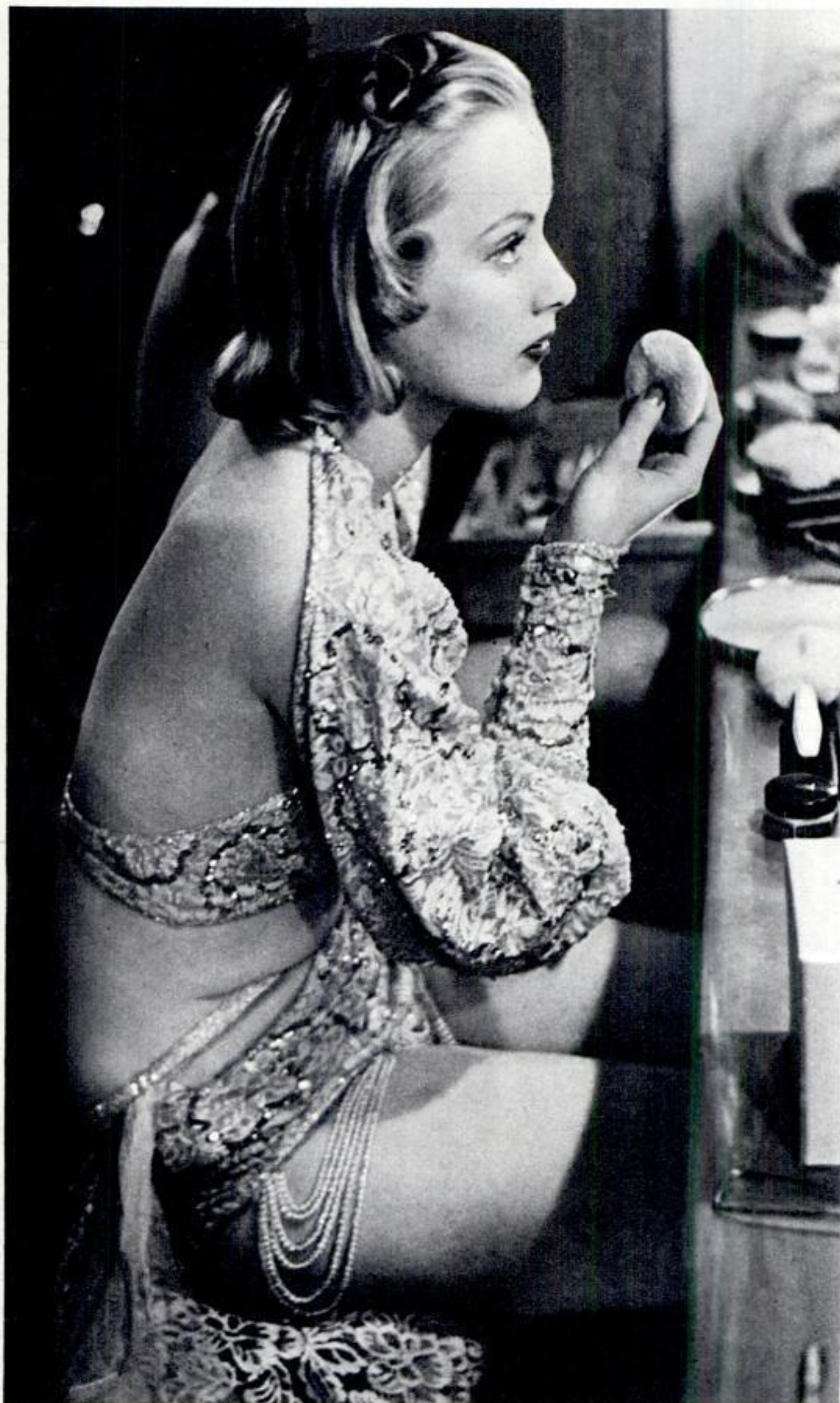
MOBILOIL AND MOBILGAS

SOCONY-VACUUM OIL COMPANY, INC.

AFFILIATES: MAGNOLIA PETROLEUM COMPANY—GENERAL PETROLEUM CORPORATION



YOUNGEST HEARST COLLECTS PRETTIEST GIRL IN PARADISE AS OLD MAN LIQUIDATES



HOPE CHANDLER DRESSING FOR THE PARADISE SHOW



THE NEWLYWED HEARSTS WERE A SHY, EMBARRASSED YOUNG COUPLE



THIS LIFE COVER MADE HOPE FAMOUS

Mother Hearst, once on stage, gives bride 87-diamond ring

In the floor show at the Paradise Restaurant in Manhattan, David Apperson Hearst, youngest of William Randolph Hearst's five sons, last August saw a beautiful girl. Like the other showgirls, she wore few clothes. With or without clothes she was marvelously pretty. She was 16 and her name was Hope Chandler. David Hearst asked to meet her. Soon Hope was going steadily with David. Their attachment was young, romantic and not serious until fame burst on Hope Chandler.

On the cover of its Dec. 20 issue, LIFE printed a picture of Hope Chandler with the title "Prettiest Girl in Paradise" (left). Few LIFE covers have attracted more approving attention. Fan mail and offers of stage jobs flooded Hope Chandler. In the face of such wide admiration, David Hearst became serious and worried for fear of losing Hope. On March 23, in Grace Church on lower Broadway, he made Hope Chandler his wife. The 22-year-old groom, who works for his father's Baltimore *News-Post* gave the bride a \$2,600 mink coat. His mother

gave her an 87-diamond ring and a French maid.

David's father did not attend the wedding but not because he disapproved of his son's marrying a show-girl. (He himself married an actress. She was Millicent Willson and was also beautiful.) Mr. Hearst was on his huge San Simeon ranch in California, busy putting his vast affairs in order. For more than a year, he has been busy reorganizing his empire. He has dropped, merged, leased out papers. He sold some silverware (LIFE, Dec. 13). A month ago, he announced that the \$40,000,000 hodgepodge of art he had accreted was to be sold. Two days before the wedding it became known that he had yielded voting control of his publications to an attorney, Clarence Shearn.

Fabulous Mr. Hearst is 75. In his presence it is forbidden to mention Death. But in the statement which announced the transfer of voting power, the man who has arrogantly and brilliantly ruled a \$220,000,000 empire acknowledged Death although he did not mention it. Mr. Hearst, the statement read, had become "conscious of the uncertainties of life."

(continued)

Introducing TO LIFE'S READERS

LIFE'S 1938 ADVERTISERS

[[This report is the 7th of a series listing some of the advertisers who have scheduled space in LIFE for 1938.]]

Addenda—continued

The following advertisers are among those who have scheduled space in LIFE since the beginning of this series.

AMERICAN CAN COMPANY: A new LIFE advertiser in 1938.

Agency, Fuller & Smith & Ross, Inc.

CITY OF SAN ANTONIO: A new LIFE advertiser in 1938.

Agency, Wyatt, Aniol & Auld

HAWAIIAN PINEAPPLE CO.: ("Dole" Pineapple Products): A new LIFE advertiser in 1938.

Agency, N. W. Ayer & Son, Inc.

MAYER, B. W., LTD. (Croyden Cravats): A new LIFE advertiser in 1938.

Agency, Williams Advertising

NORTHAM WARREN CORP. (Odorono): A new LIFE advertiser in 1938.

Agency, J. Walter Thompson Company

PENNSYLVANIA PUBLICITY COMMISSION: A new LIFE advertiser in 1938.

Agency, Walker & Downing

SIMMONS COMPANY (Beautyrest Mattress): 1937 LIFE advertiser continuing.

Agency, J. Walter Thompson Company

SOMERSET IMPORTERS, LTD: "We have received excellent response from our Gordon's Gin and Haig & Haig advertisements in LIFE."

Agency, L. H. Hartman Co., Inc.

SHALER COMPANY, THE (Automobile Accessories): A new LIFE advertiser in 1938.

Agency, Kirkgasser-Drew Co.

SHELL OIL COMPANIES: "LIFE's success in 1937 and great progress in 1938 has brought about our decision to continue in LIFE this year."

Agency, J. Walter Thompson Company

TAMPAX INCORPORATED: "LIFE is a pioneering medium and therefore appeals to Tampax, a pioneering product for progressive women."

Agency, McCann-Erickson, Inc.

TAX SALE SERVICE: 1937 LIFE advertiser continuing.

Agency, A. N. Baker Advertising Agency

TWENTIETH CENTURY-FOX FILM CORPORATION: 1937 LIFE advertiser continuing.

Agency, Kayton-Spiro Co., Inc.

U. S. PLAYING CARD COMPANY: A new LIFE advertiser in 1938.

Agency, J. Walter Thompson Company

VERMONT PUBLICITY SERVICE: "LIFE looks good. We will use it in our 1938 campaign."

Agency, Hays Advertising Agency, Inc.

WAHL COMPANY, THE (Eversharp): 1937 LIFE advertiser continuing.

Agency, Young & Rubicam, Inc.

WILLIAMS, J. B., CO., THE (Glider): 1937 LIFE advertiser continuing.

Agency, J. Walter Thompson Company

WRIGHT, E. T., & COMPANY, INC. (Wright Arch Preserver Shoes): "The success of our 1937 LIFE story to men on the double style and comfort appeal of Wright Arch Preserver Shoes accounts for the placing of our 1938 order."

Agency, Badger and Browning, Inc.

LIFE - LIFE - LIFE

SPEAKING OF SHOWGIRLS . . .

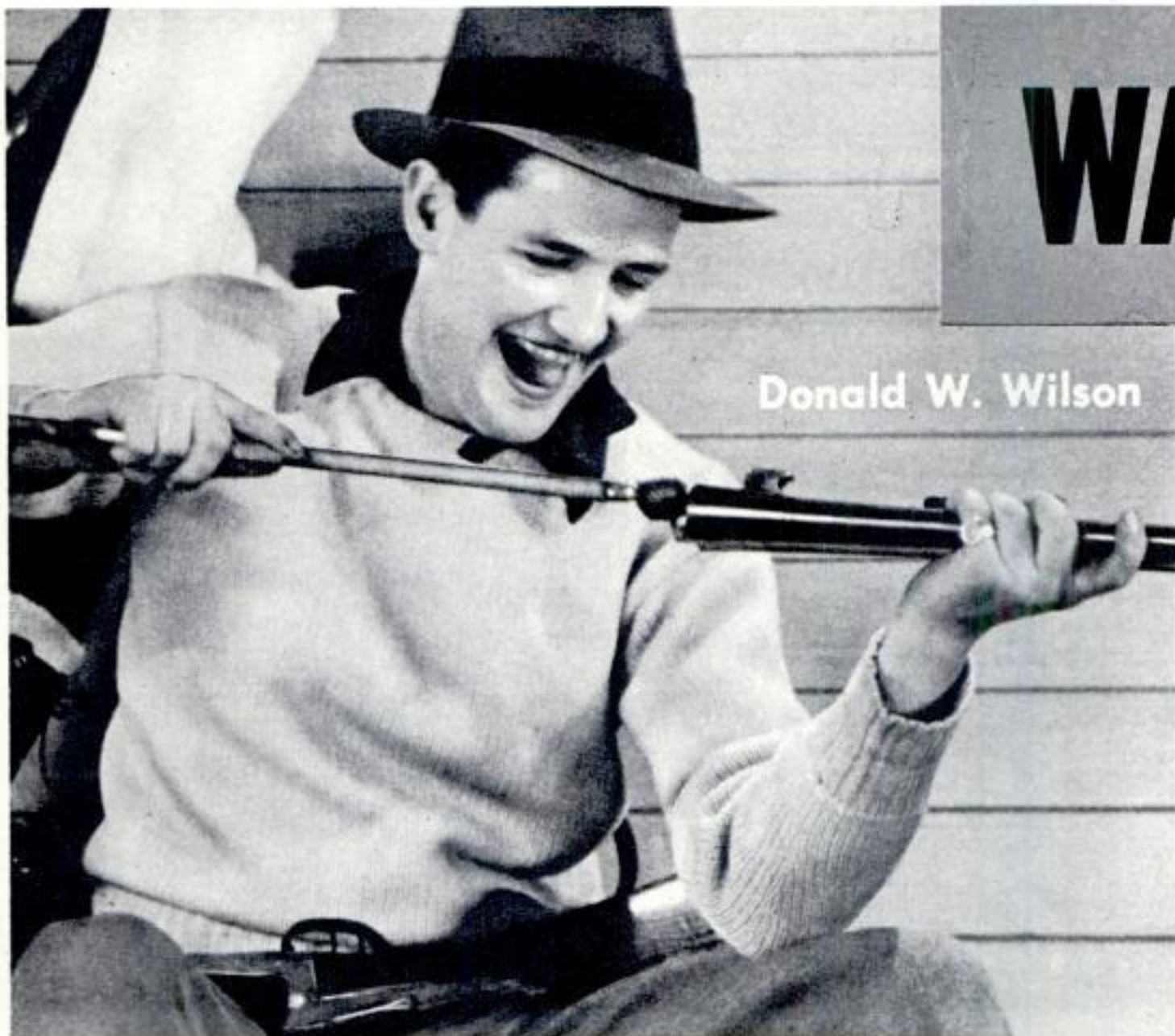


Miss America 1937 was Bette Cooper, a highly unorthodox title winner. By refusing all offers to be a showgirl, she became almost as famous as Hope Chandler (see previous page). A student at a New Jersey junior college, Bette (above) visited backstage at New York's International Casino March 18 to see what she was missing.



Another showgirl who, like Hope Chandler, left the stage to marry a fortune, is Libby Holman. The marriage brought her wealth and sorrow when her tobacco heir husband, Smith Reynolds, was killed. Miss Holman has now returned to the stage in *You Never Know*, which is successful on the road, may open on Broadway next fall.

WAKE UP AND LIVE



Donald W. Wilson

These four people are living
Happier, more Interesting lives.
Their experiences may help YOU
get more out of life

"Now I Hunt, Ride, Ski"

"A couple of years back I had a bad motorcycle accident in Hartford, Conn.

"When I got home from the hospital, I had to hobble around on crutches, with a brace from my thigh to my heel. I was terribly run-down, had no appetite and felt weak as a child.

"My mother put Fleischmann's Yeast in the two quarts of milk I drank each day, hoping it would help build me up faster.

"After eating yeast a month or so, I got over the downhearted, listless feeling I'd had so long. And my leg knit just fine.

"Now I feel great. Besides working, I hunt, fish, play polo, swim, skate, ski—do everything." —DONALD W. WILSON

"So Happy"

"When I was a little girl, I didn't worry much about how I looked—my dancing was all that mattered. But two years ago, when I was 14—my skin began to break out. I was just sick about it. There were some girls at school with awful complexions. I was scared to death I'd look that way, too.

"Mother heard Fleischmann's Yeast helps clear up pimples. She asked the doctor if it would be all right for me to eat it. He said it was very good.

"In 3 weeks' time, my skin was better. After about a month, it was back to normal. I was thrilled.

"I kept on eating yeast steadily for a year and a half. I'm so happy I've found out about it. I love dancing and singing so much, and now I know how to keep my skin right for the career I hope to have."

GLORIA ROSSI

Gloria Rossi

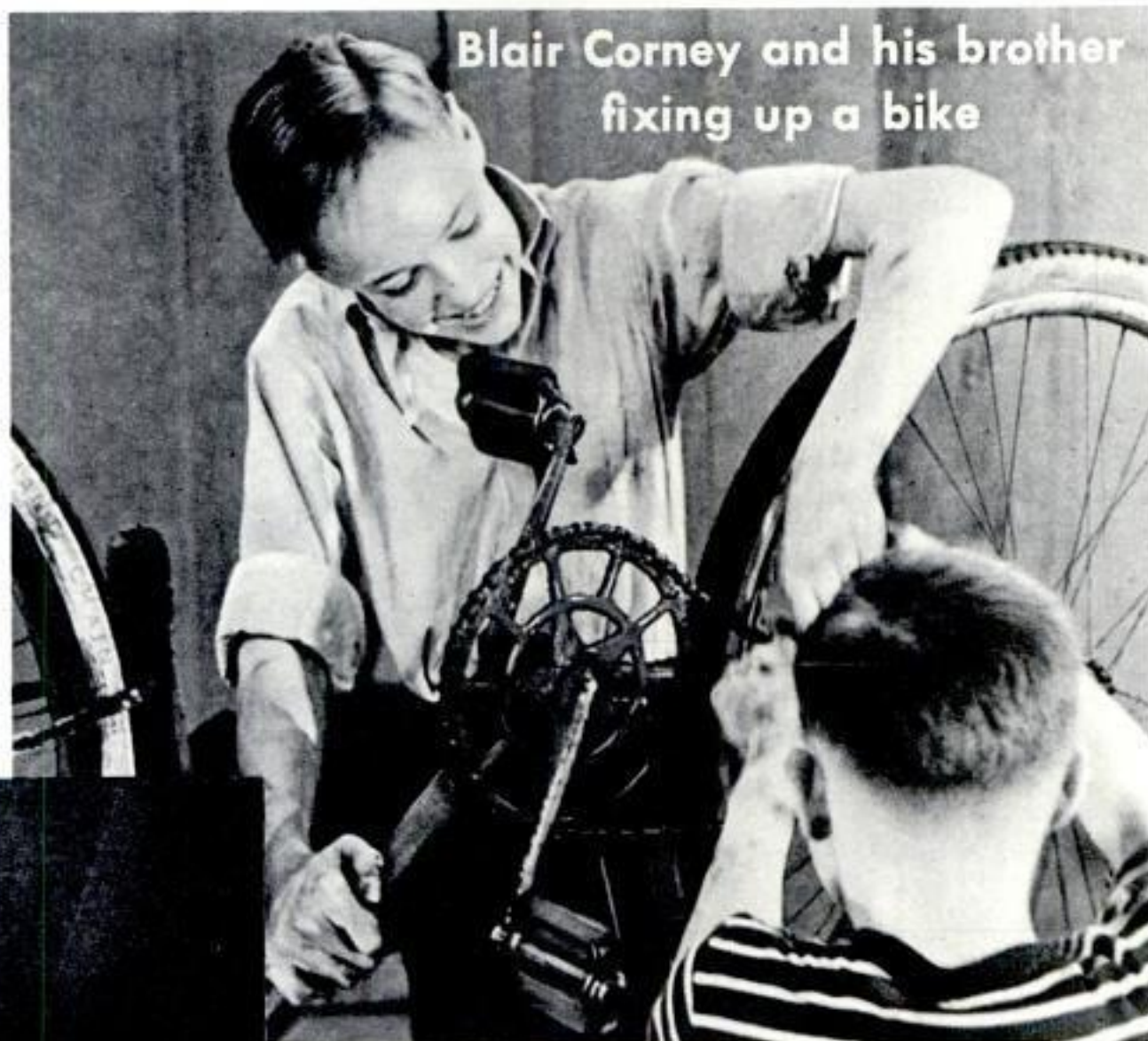


IT IS THE PROMPT ACTION of the millions of tiny, *live* yeast plants in each cake that makes Fleischmann's fresh Yeast so effective.

These microscopic yeast plants get busy at once helping to stimulate and increase the flow of gastric juices. Your entire system is kept cleaner and more active. Skin troubles begin to clear up—your bowels to become regular, that pepleess feeling to go.

Each cake of this fresh food is fortified with 4 vitamins (A, B, D and C)—the Cold-Resistance Vitamin, Nerve Vitamin, Bone Vitamin and Vitality Vitamin. 3 cakes a day, plus your meals, give you *all* of these vitamins you need. Start today to eat a cake about ½ hour before each meal.

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Blair Corney and his brother
fixing up a bike

"Having Fun Again"

"It's kind of funny for me to be talking about skin troubles. I'm 15 and I never had any up to last year. But I had plenty then. I'd been studying hard for final tests. I got so tired Mom had to call me at least three times every morning. Then I started having pimples.

"Gee, I felt awful. I hated being seen. I asked Mom what to do. She remembered that eating Fleischmann's Yeast is good for pimples. So she got some.

"After a week, the pimples began to go. And I noticed a big improvement after 3 weeks. Gee, I'm glad my face is fixed up so I can have fun again." —BLAIR CORNEY

"At Full Speed"

"During the two years I was on the Governor's staff in the Virgin Islands I did a lot of exploring.

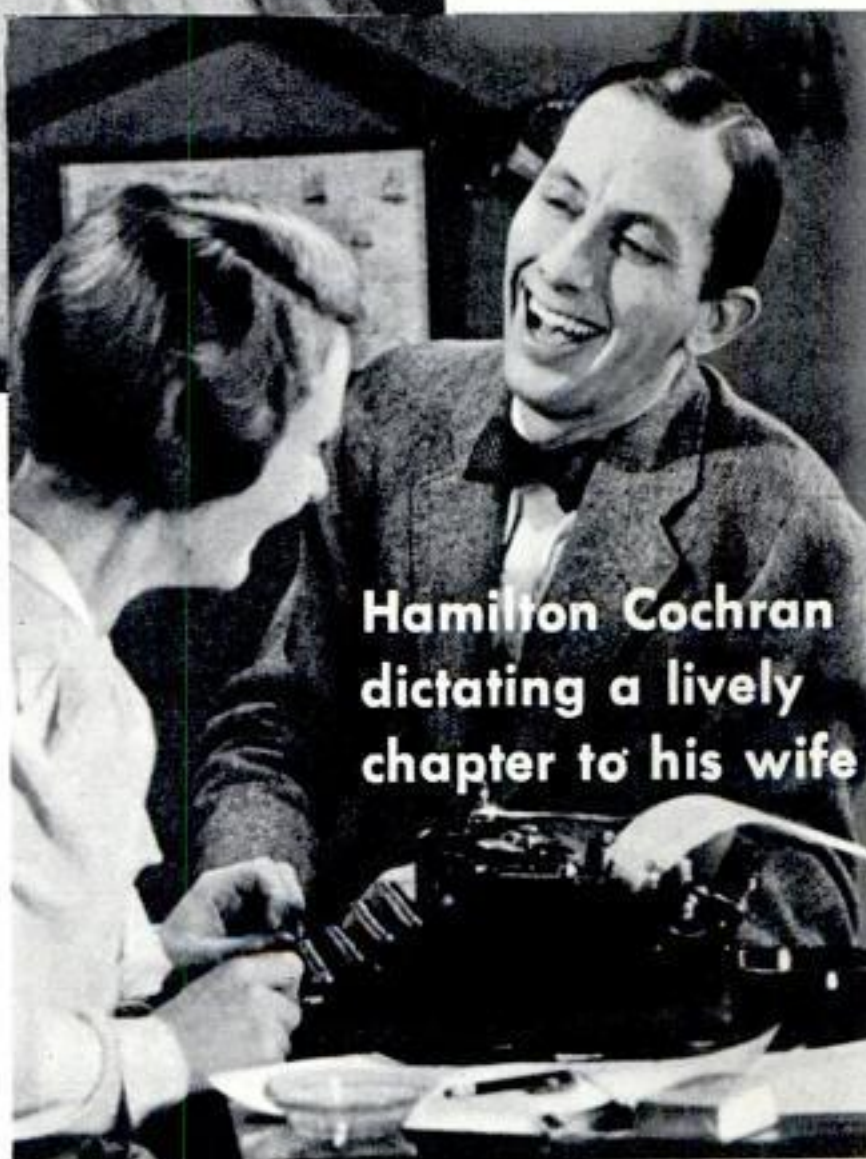
"I wanted to get all the experiences I could to put into a book—for the romance, history and native superstitions of the islands fascinated me.

"But when I got back to the States, I couldn't get going. I had the stuff all right, but not the energy to put it on paper. I suffered from irregular elimination, too, and felt decidedly under par.

"Then a friend got me to try eating Fleischmann's Yeast. I was astonished how it helped me. It gave me the ambition and stamina I needed.

"Now, the book, 'These Are the Virgin Islands,' is out and I'm working at full speed preparing lectures and special articles."

HAMILTON COCHRAN



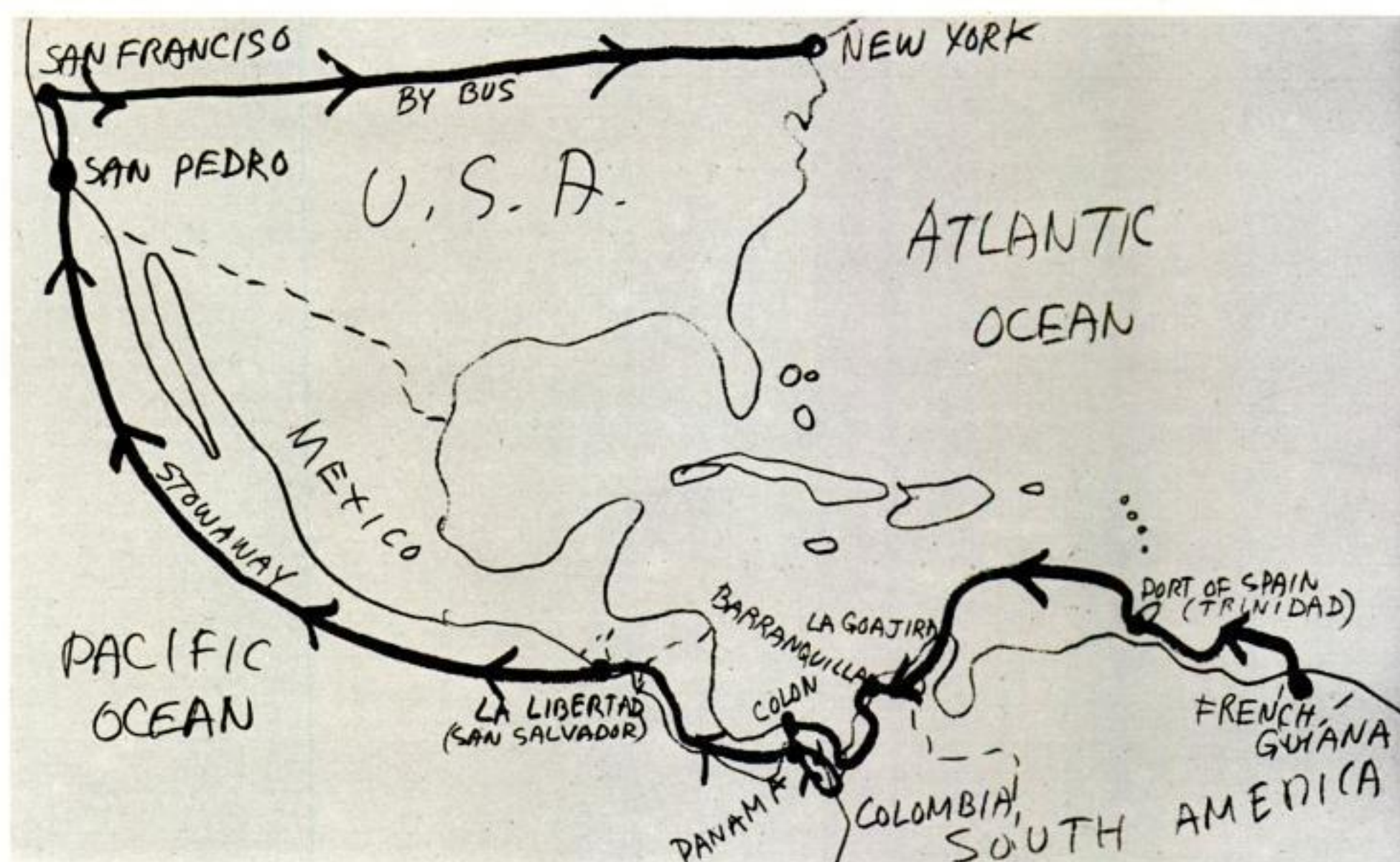
Hamilton Cochran
dictating a lively
chapter to his wife



EXHAUSTED AND CRAZED WITH THIRST, THE ESCAPED PRISONERS REACH TRINIDAD

THESE PICTURES MAY ABOLISH DEVIL'S ISLAND

"Dry Guillotine," a best-seller, is a convict's story



The seven men in a boat (above) were photographed last January at Port of Spain, Trinidad. For 18 days they had paddled and sailed across southern seas from the French penal swamps in Guiana, 800 miles away. Driven off by officials, they set out on a second 1,200-mile voyage to Panama, missed their goal, landed in Colombia, were sent to rot in a Barranquilla jail. Their dash for freedom—like that of hundreds of Devil's Island convicts before them—failed.

One who did not fail is René Belbenoit (right end). In 1921, he stole a package of money and pearls, was sentenced to Devil's Island. What he endured in humiliation and despair among 3,000-odd outcasts is shown in the drawings on the following two pages.

They were made with pen, ink and crayon by Robert Michel, a fellow convict who died of fever.

Four times Belbenoit tried to escape. Each time the jungle or the tropic sea beat him back. The fifth time, by sheer force of will, he made Trinidad and the Colombian coast. Then began an odyssey of literally epic proportions. For 22 months, on foot, on horse, by stolen canoe, the indomitable little Frenchman threaded his way up the continent (see map) to the U. S. and freedom. He never abandoned his 30 lb. of prison memoirs carried in an oilcloth. With his book, *Dry Guillotine* (E. P. Dutton & Co., \$3), a best-seller, he is fighting for prison reform, pardon, restoration of his civil rights so he can again visit France.



A prisoner at St. Laurent, this is how René Belbenoit looked in 1927 when he helped Blair Niles collect data for a book.

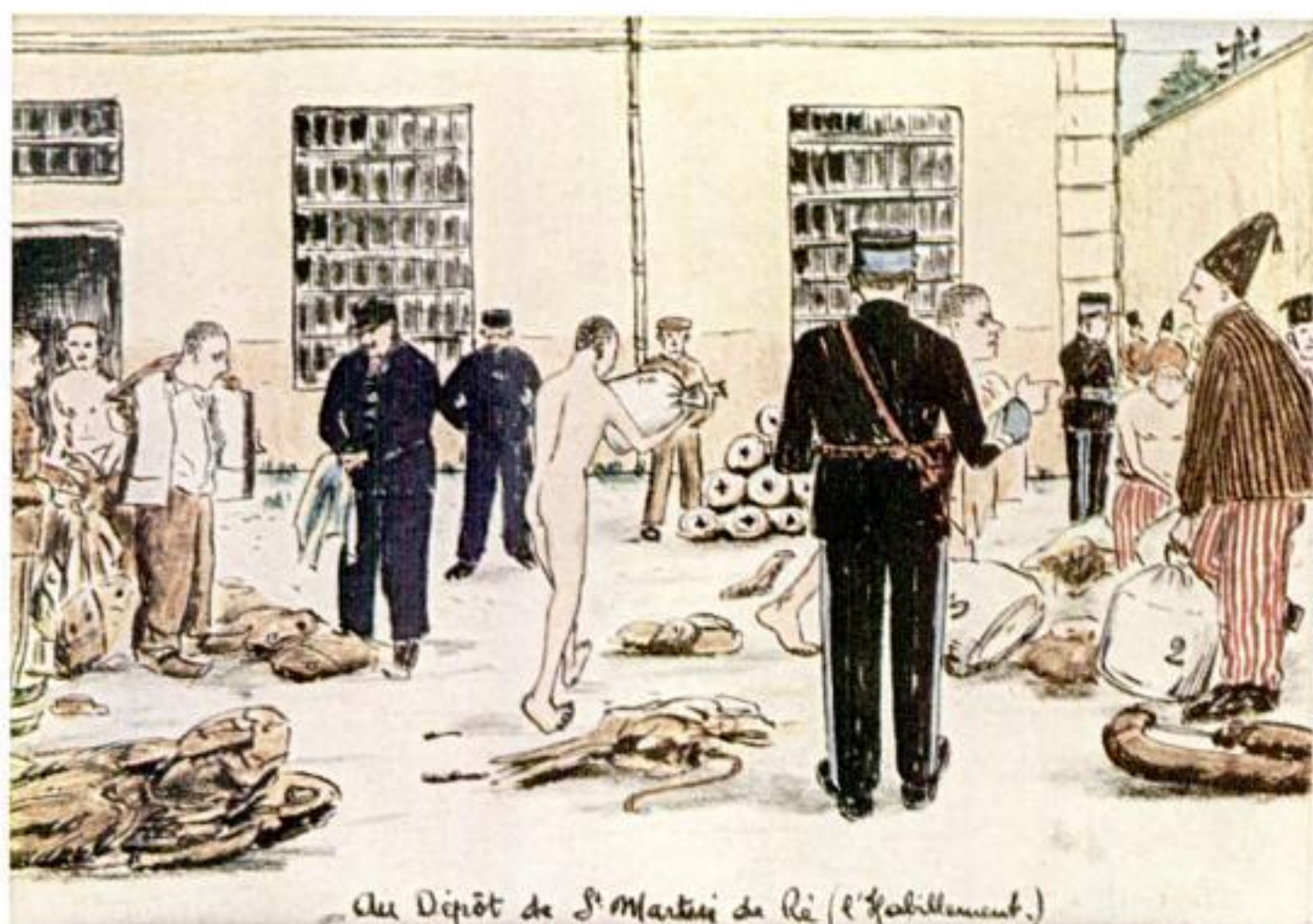


Ten years later, beating his way up the Isthmus, he lived with Cuna Indians in Panama, painted himself like them.

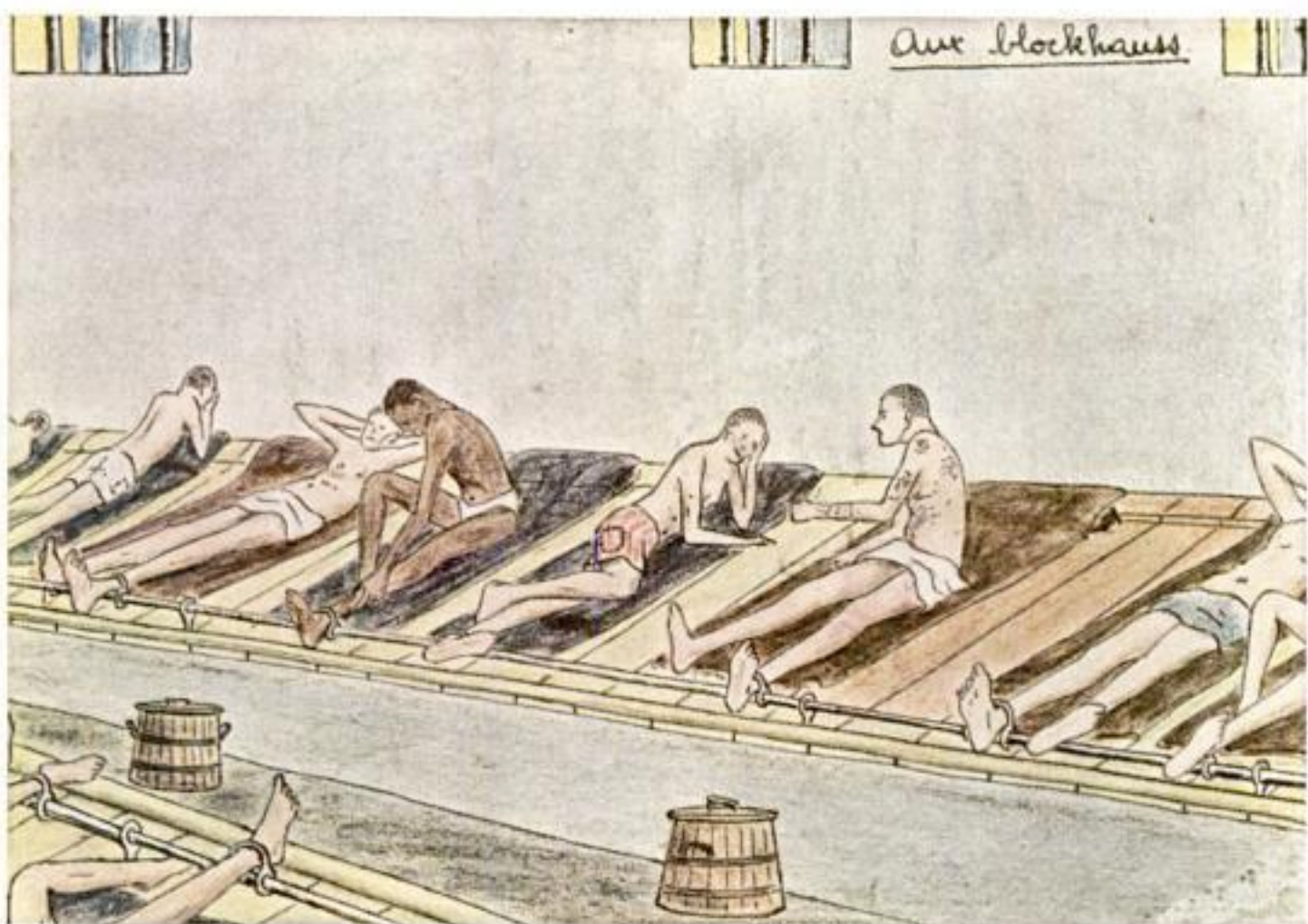


First day in New York (July 6, 1937), Belbenoit was photographed by Explorer William LaVarre talking to a cop.

Scenes from the French Penal Colony in Guiana
make an album of misery and death



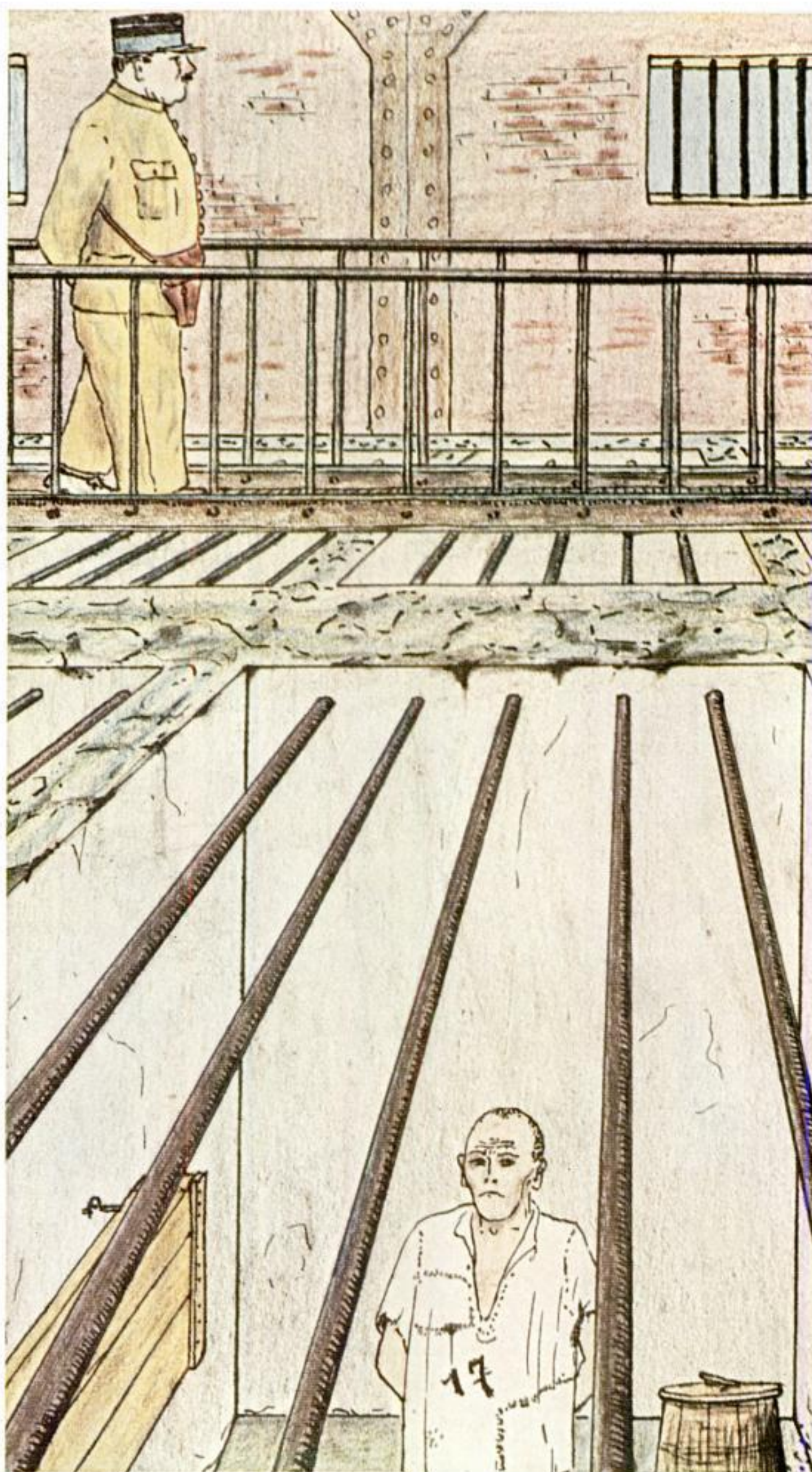
Convicts are stripped and searched at the French prison of St. Martin de Ré on the Bay of Biscay before boarding the ship for French Guiana. The convicts hide money and knives in three-inch aluminum or ivory rectal suppositories. All else is destroyed by guards.



Disciplinary blockhouse in the St. Laurent penitentiary on the mainland of French Guiana is where unruly convicts are held for trial for attempted escape, theft, murder or insubordination. They sleep in ankle locks, are allowed but one latrine bucket to three men.

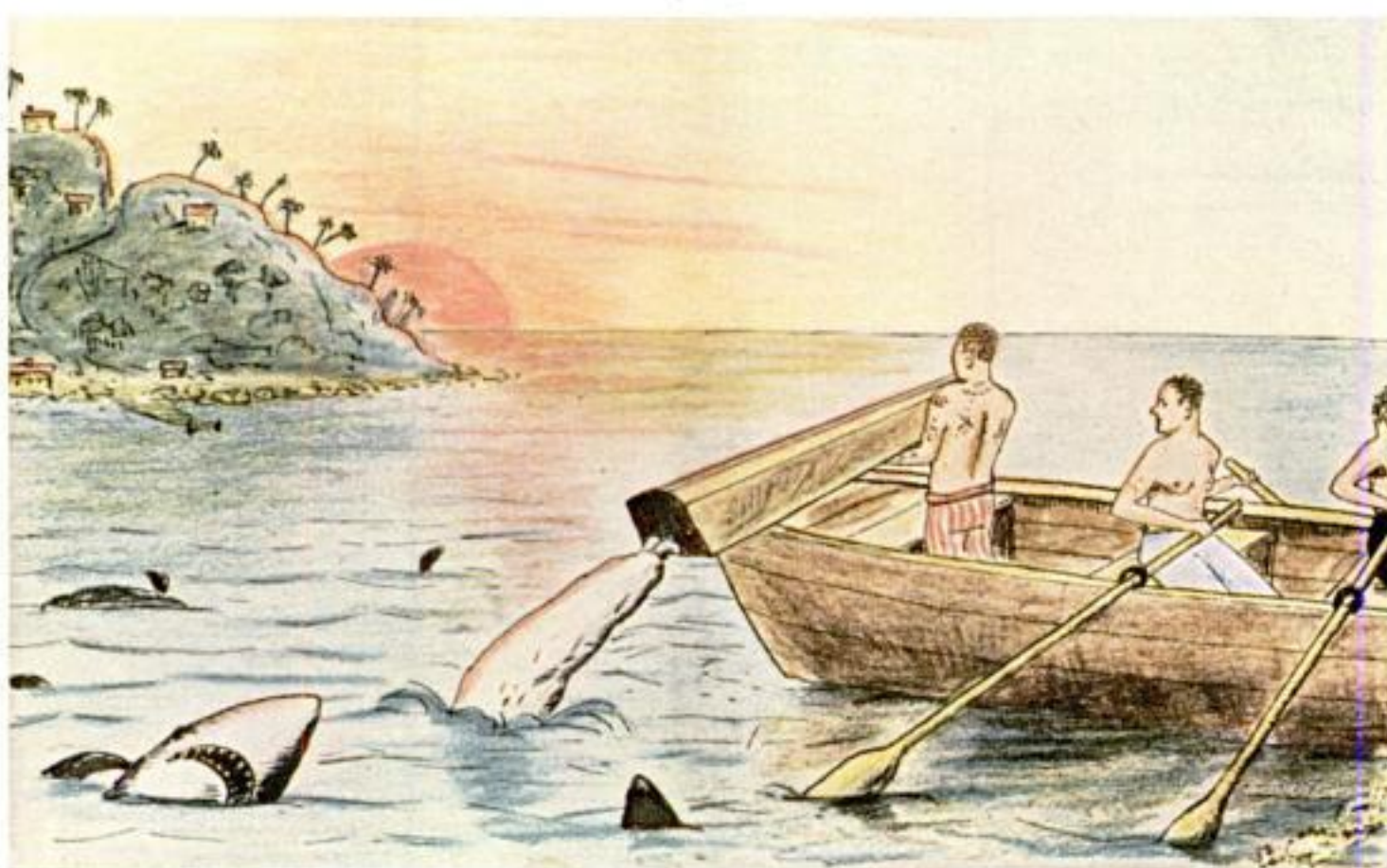


A death trap until 1926 was Charvein, a swampy mahogany-logging camp for "incorrigibles" 15 miles back in the rainy, insect-infested jungle. Prisoners were worked stark naked except for straw hats. Some escaped into the jungle but most died on the premises.



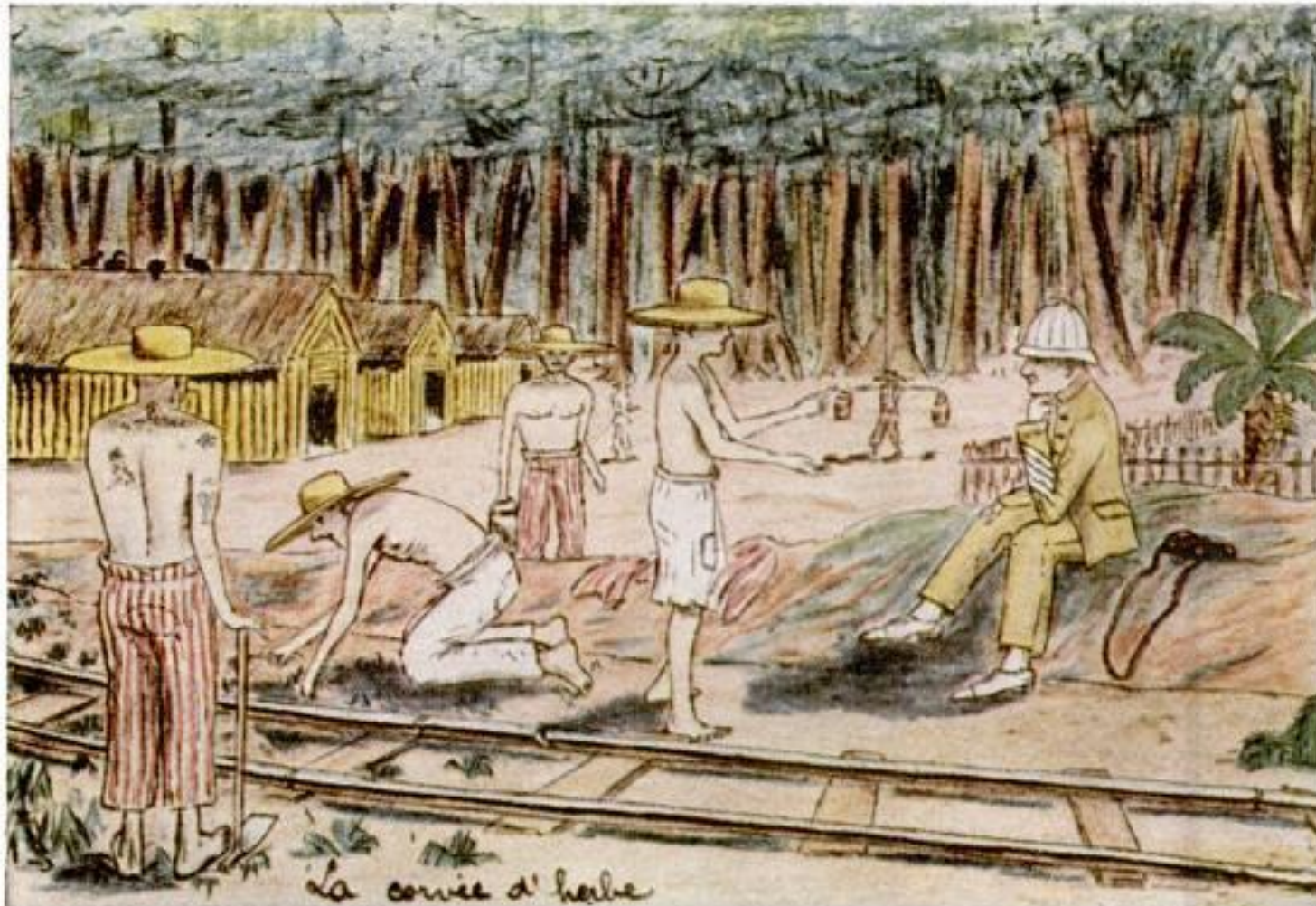
Solitary cell on dread St. Joseph Island. Solitary confinement, called the "Dry Guillotine," is for a minimum of six months. One hour each day the prisoner is taken out through a door below the foreground of the picture and given the air. The madmen's cell-block is nearby.

Muratti mouille la victime

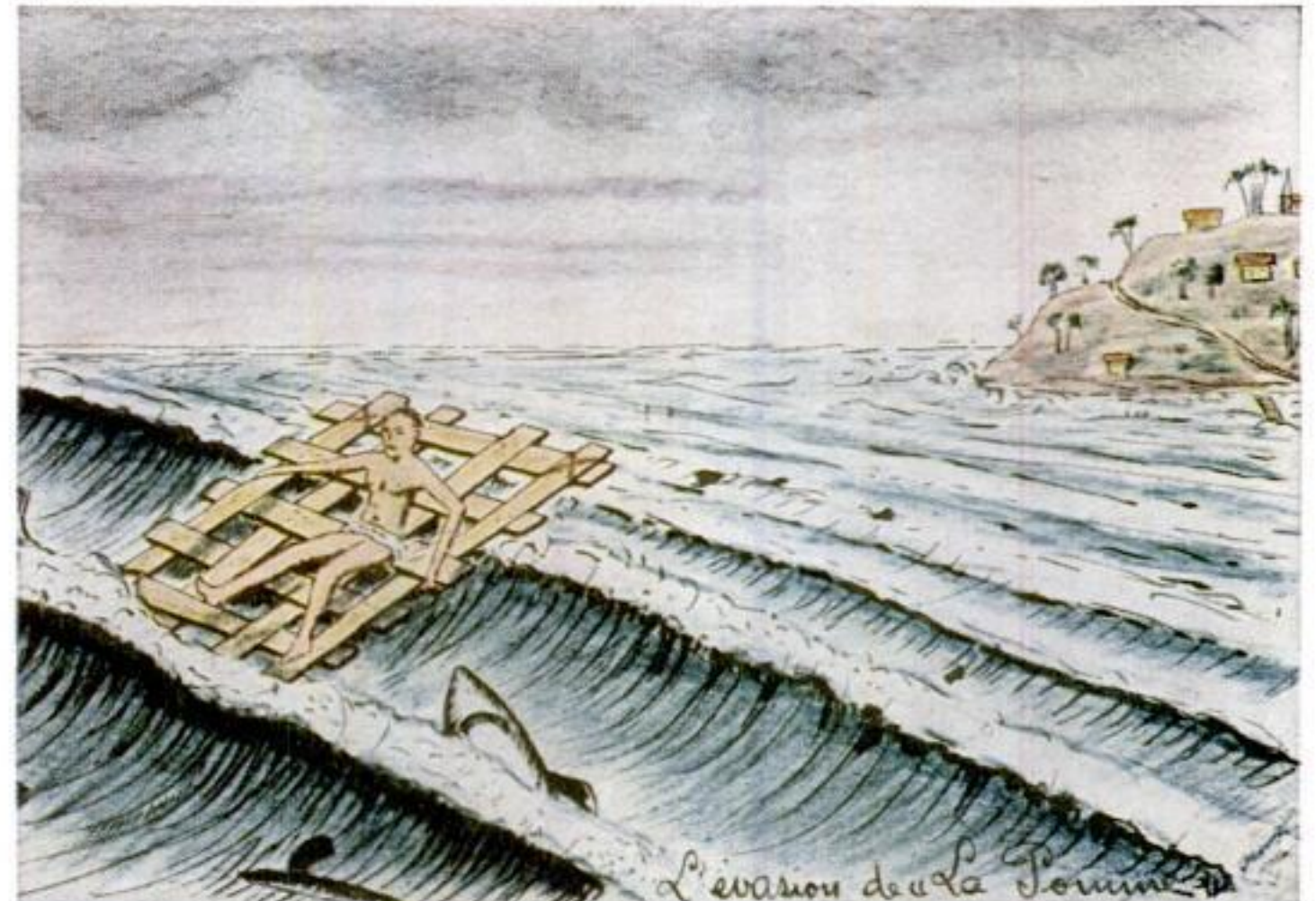


Burial on the three off-shore "Islands of Safety" is always in an open-ended coffin which is then emptied to the sharks. In this picture Belbenoit illustrates the story of a super-tough Corsican named Muratti, whose job was burying a fellow-convict whom he had murdered.

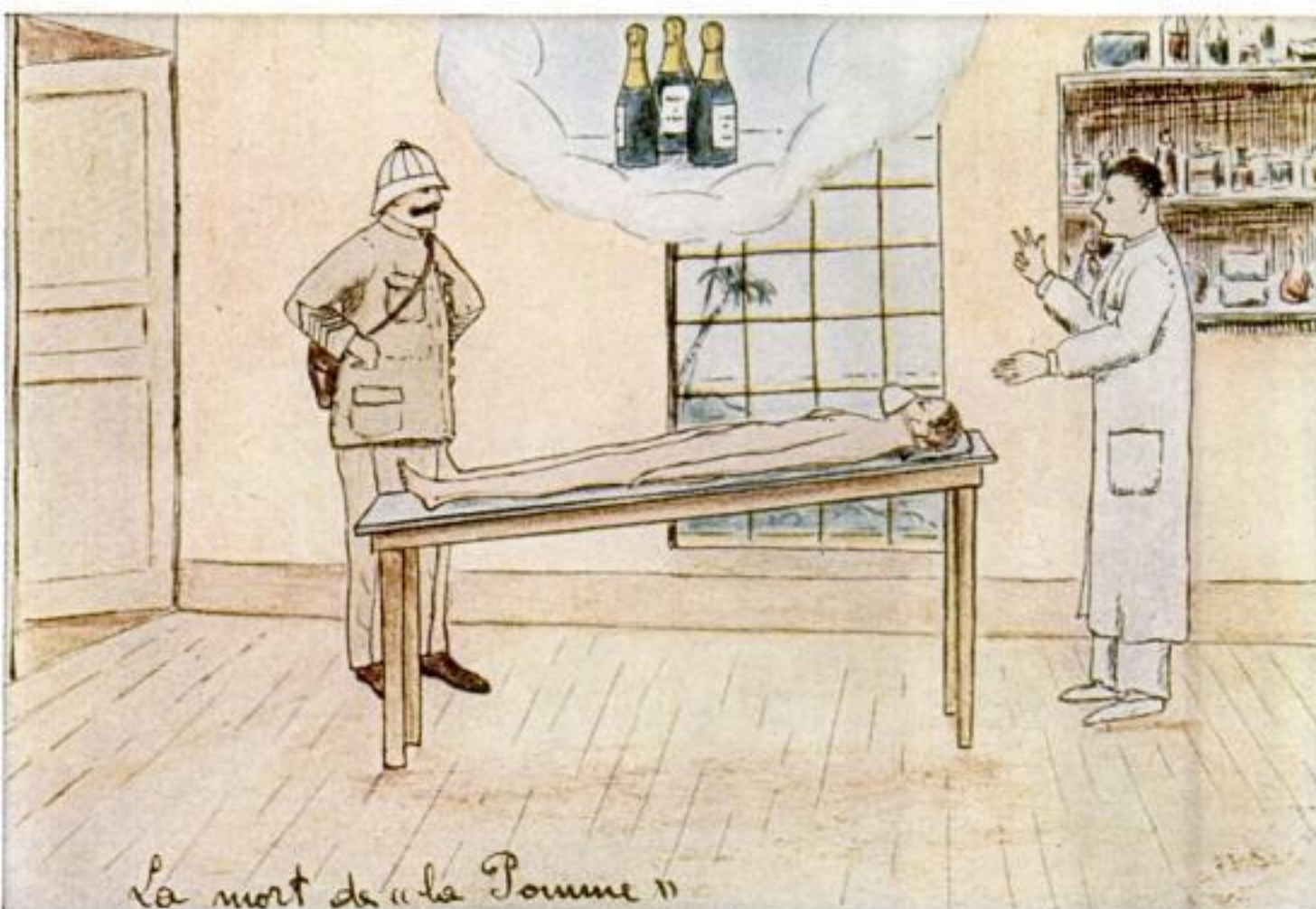
French Penal Colony (continued)



Less tough than Camp Charvein are the usual mainland jungle camps in which new arrivals are at first distributed. Convicts sell tropical butterflies and spare clothes to colonists and guards for the cash with which to try to escape down river to the sea or into the jungle.



A fabulous escape was attempted by this daredevil who could not swim. By feigning sickness he was sent to the Royale Island hospital, stole a batch of bed boards and tried to ride through the surf to sea. He actually made it, but was caught later in an Indian village.

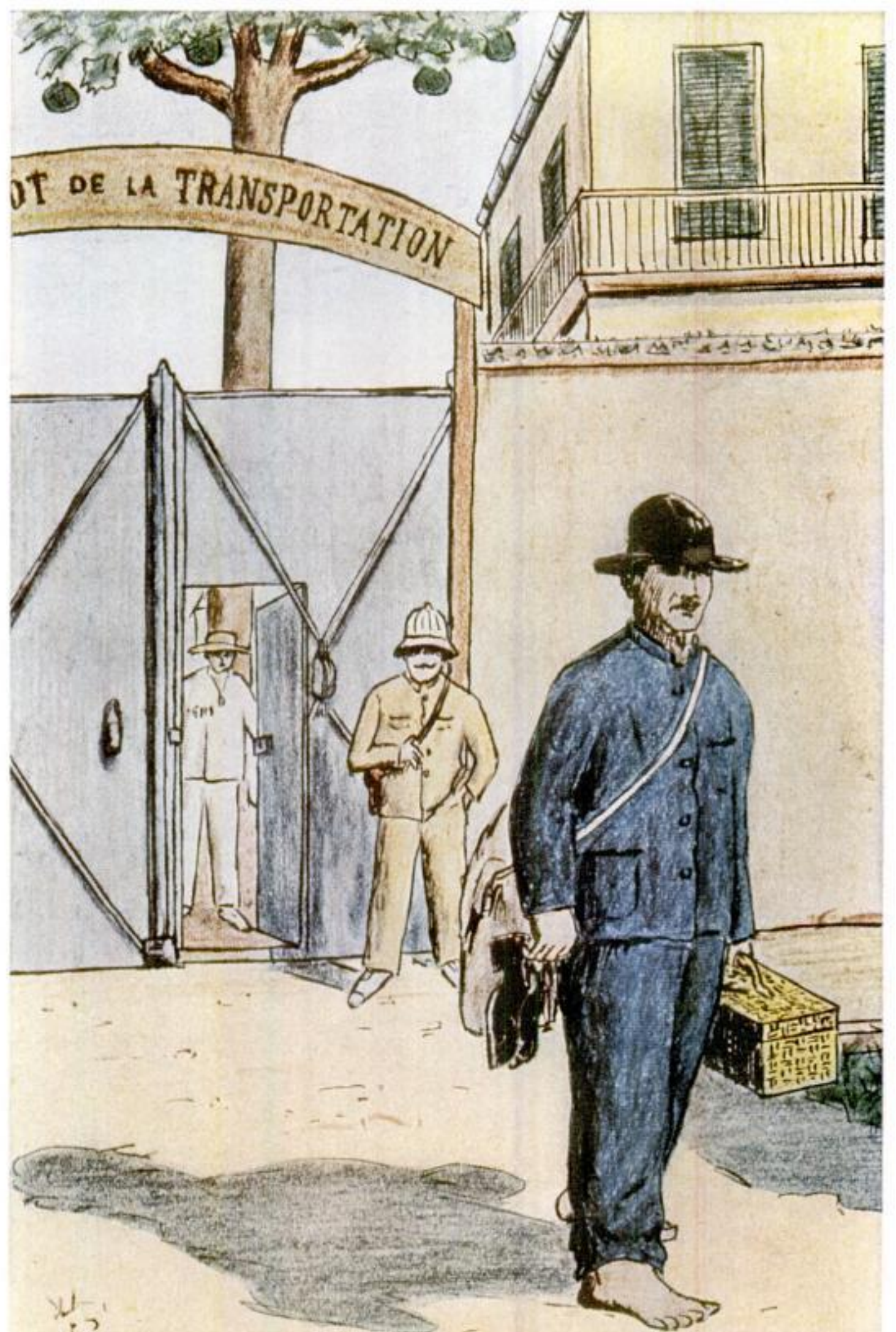


A later attempt by the man on the raft (upper right) involved his feigning appendicitis in order to get to the hospital. The chief guard and a turnkey bet three quarts of champagne on whether he would escape before the operation. He did not, died on the operating table.



Flagrant murders of fellow-convicts or attacks on prison guards are punished by death on the guillotine. Selected convicts are compelled to watch the execution, kneeling in a double row. The hated convict executioner usually ends by dying on the guillotine himself.

"Liberation" in French Guiana (right) is an appalling irony, for it merely means that a liberated convict is free to settle in the pesthole of Cayenne, French Guiana's capital. He must live there for a term as long as that of his original prison sentence at hard labor.



French penal policy counts on a heavy death toll

The seven convicts who, like René Belbenoit, escaped from Devil's Island last January (see p. 46) failed to gain freedom. Eventually they will be sent back to die in the fever-infested swamps of French Guiana. For, of the 57,000 prisoners condemned to the penal colony since 1852, only 18,000 ever lived to see themselves freed men.

This appalling mortality is precisely what French penal policy counts on. Though popular opinion abhors the tales of horror that seep from Devil's Island and four attempts have been made in the last 15 years to abolish it, official France retains the penal colony system. For Devil's Island is Sing Sing, Alcatraz, Leavenworth and the Georgia chain gang all rolled into one. To replace it would cost France millions of francs it prefers to invest in airplanes and cannons. Since the beginning of 1937, however, no new convicts have been sent to French Guiana.

It is René Belbenoit's burning ambition to rectify these conditions. This ambition is what sustained him during 38 days at sea in an open boat, made him pull a gun on his comrades when they weakened and sought to turn back. This is what enabled him to endure over 1,000 days in a dark solitary confinement cell, seven months among Cuna Indians in jungle villages of Panama, nine fearful days as a stowaway. This is what now makes him steadfastly refuse to change his name or deny his prison record while he prepares to return to France.



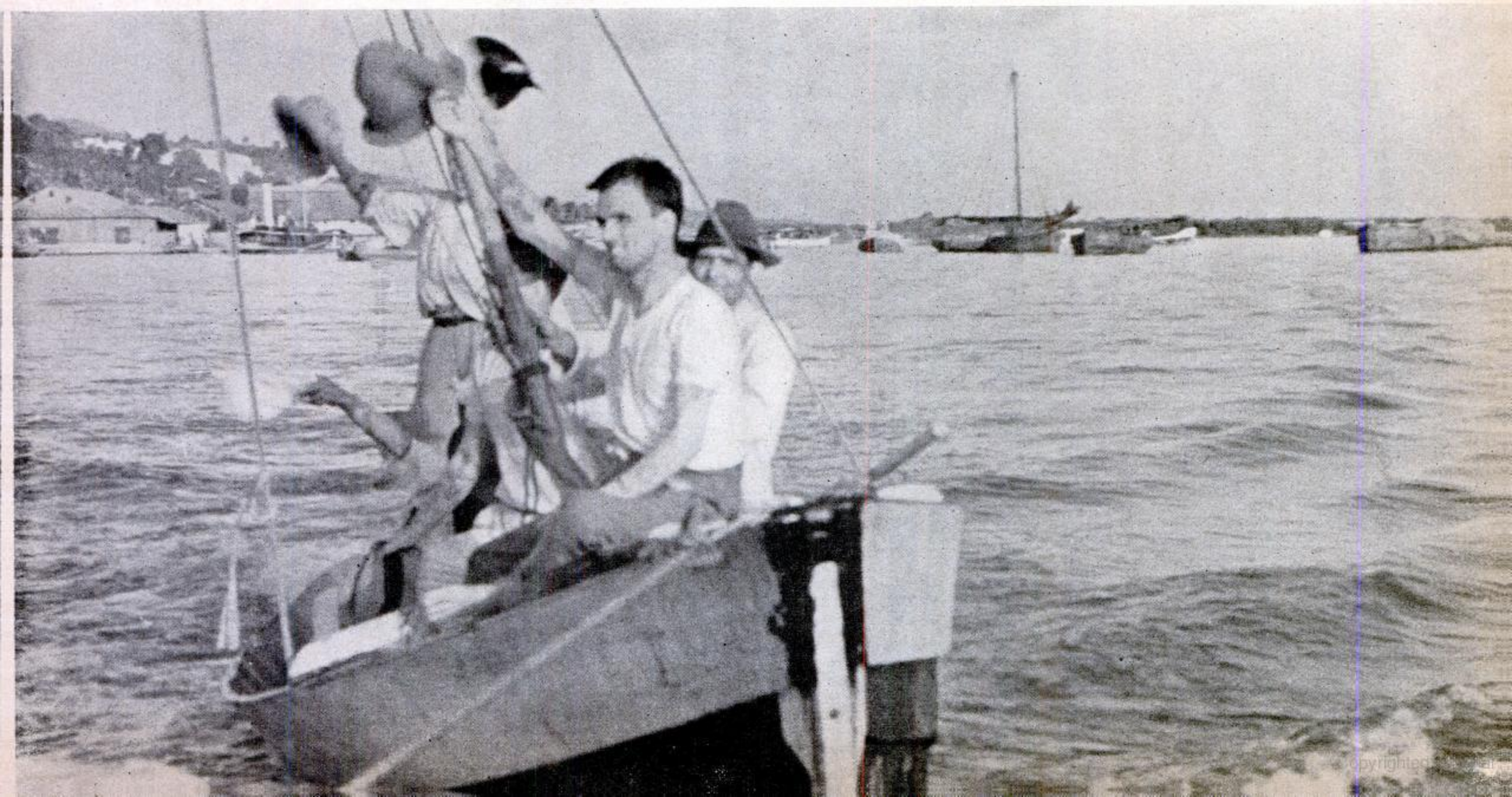
On the beach of Port of Spain the seven escaped convicts pull up the little boat in which they have braved 800 miles of tropical storms and squalls. Some of them collapsed on shore.

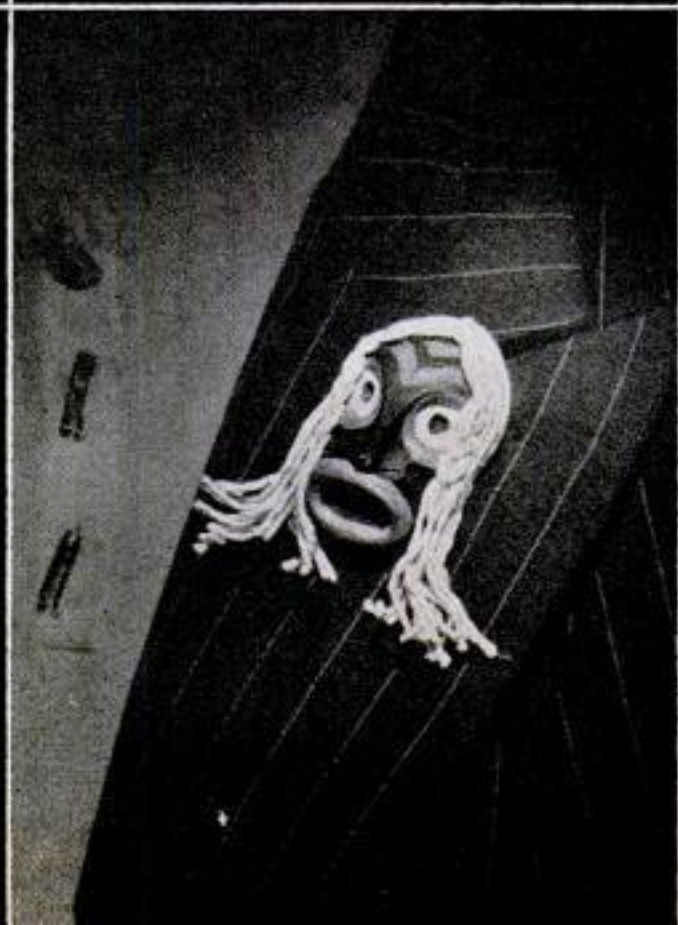
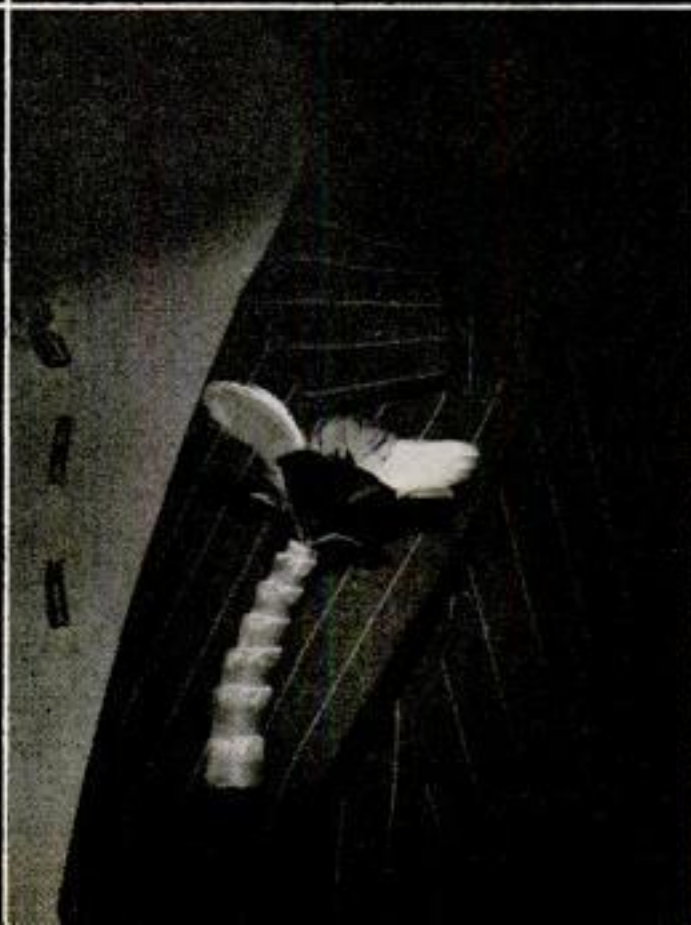
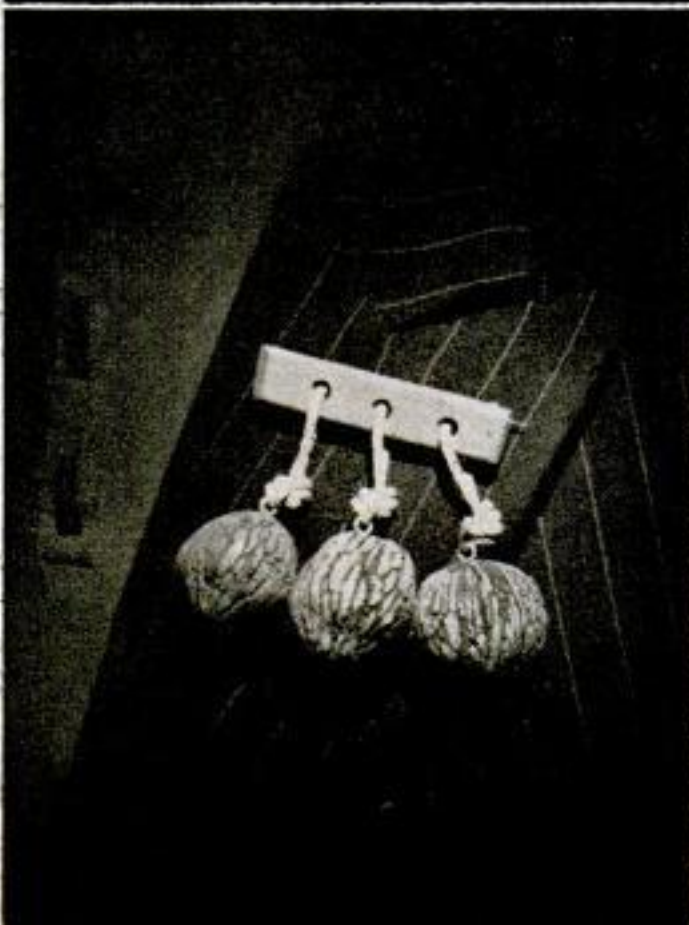
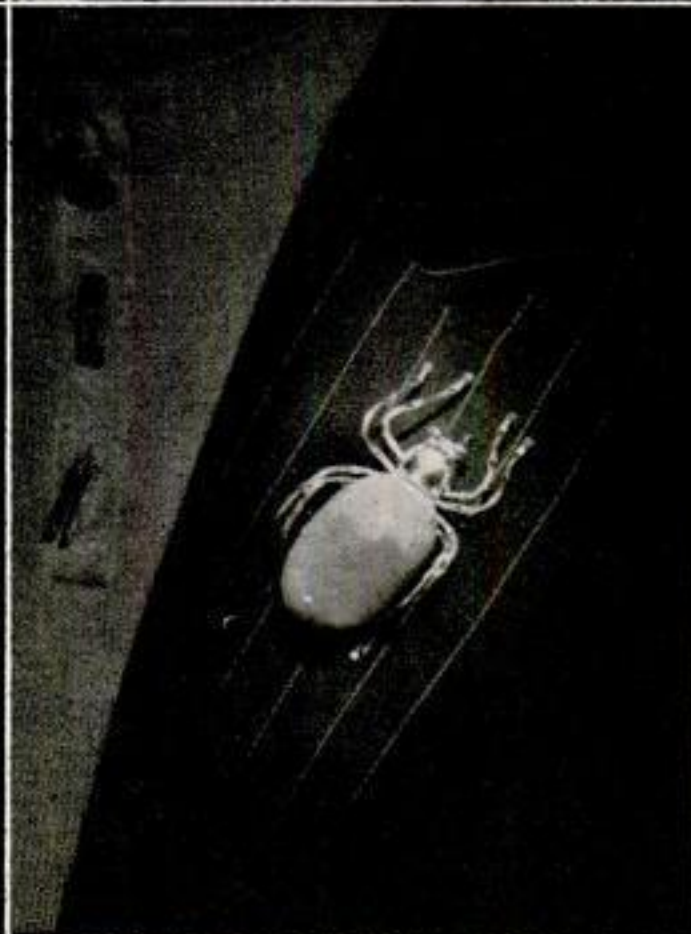
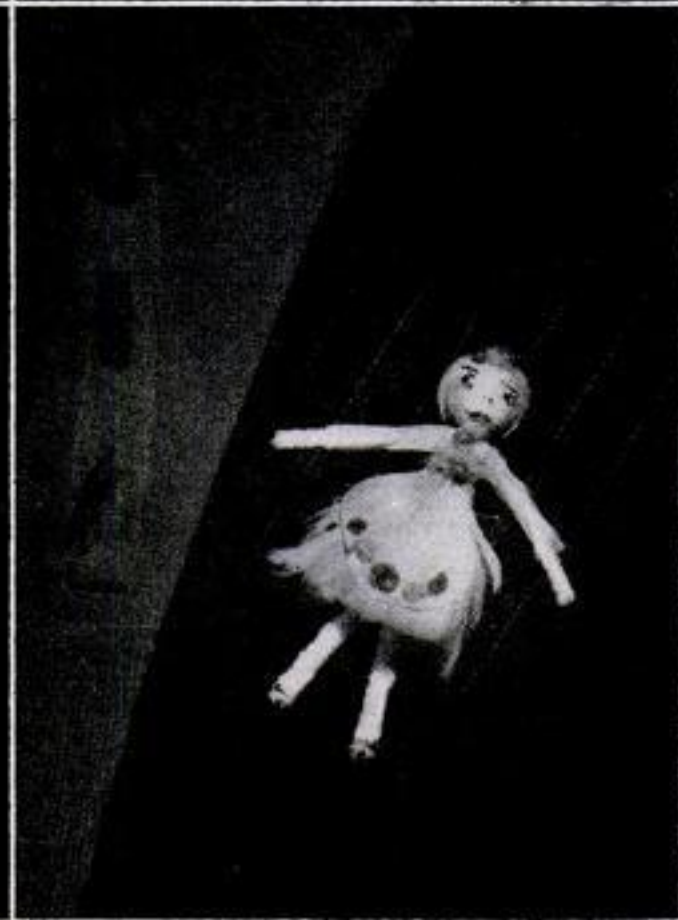
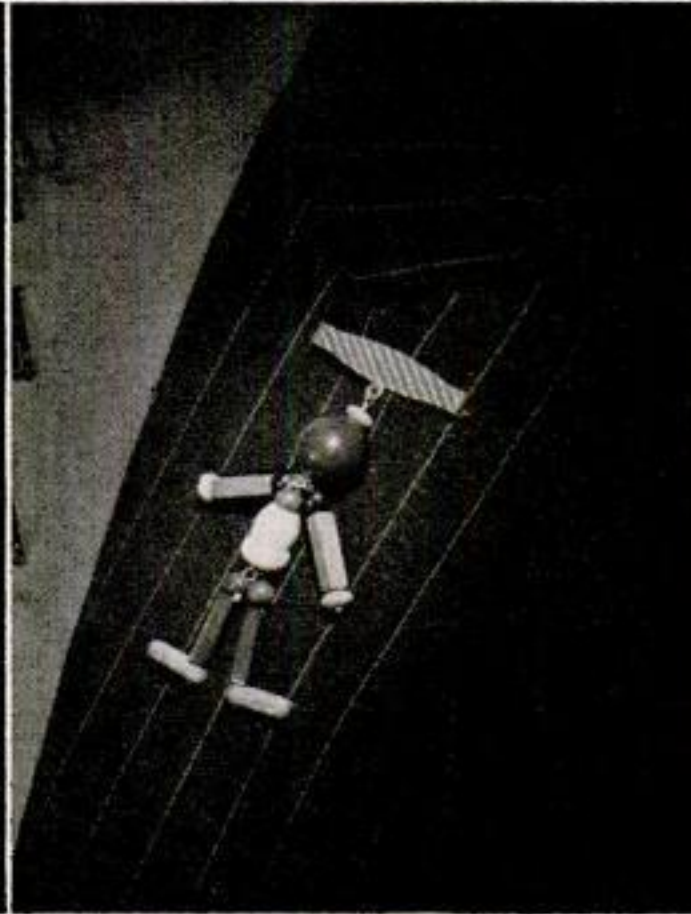
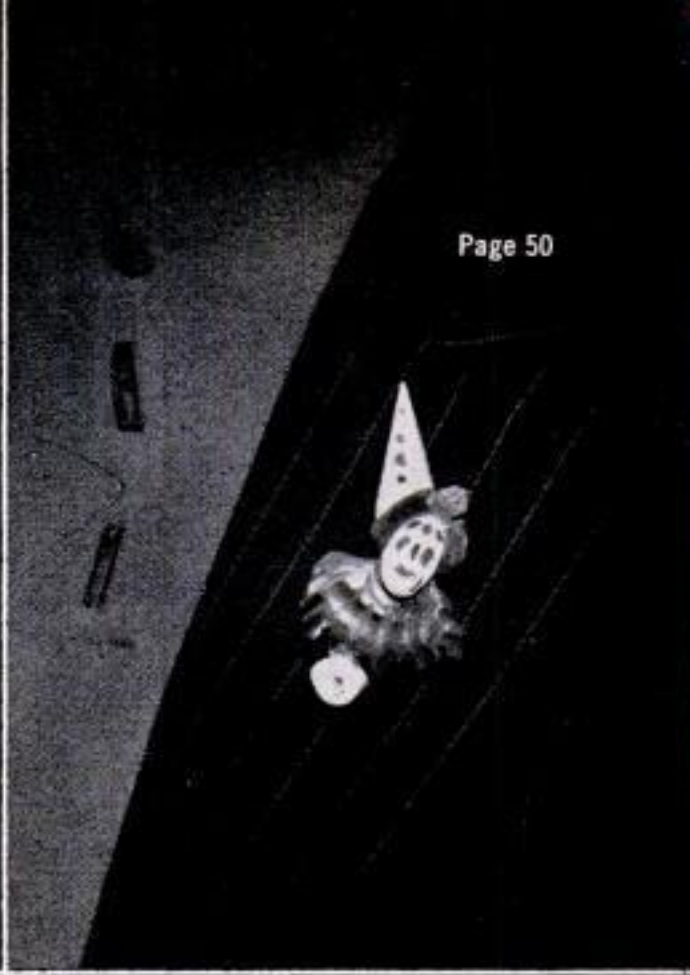
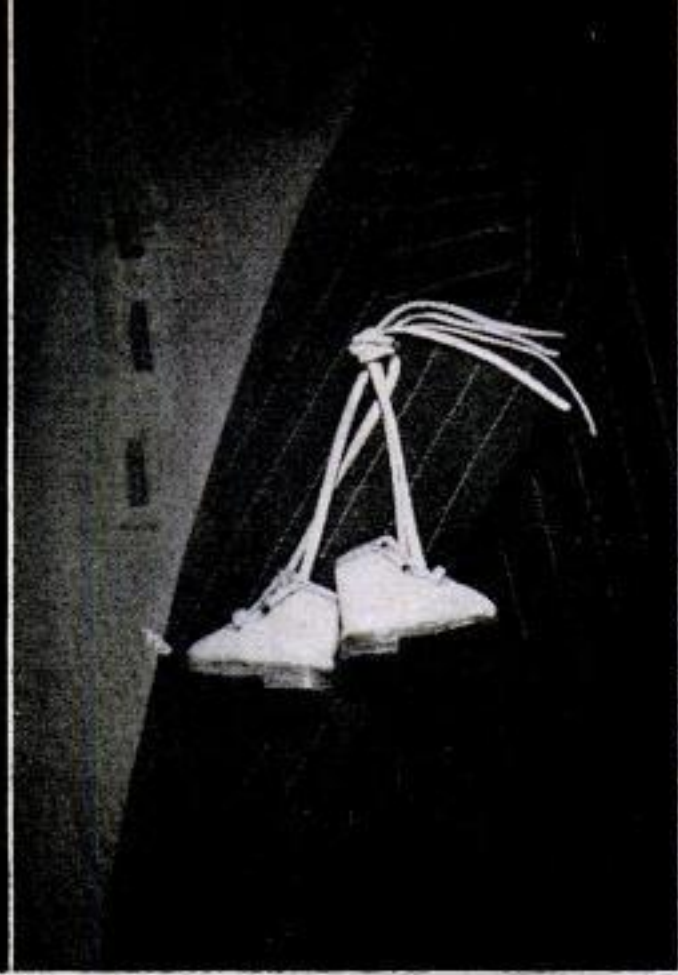
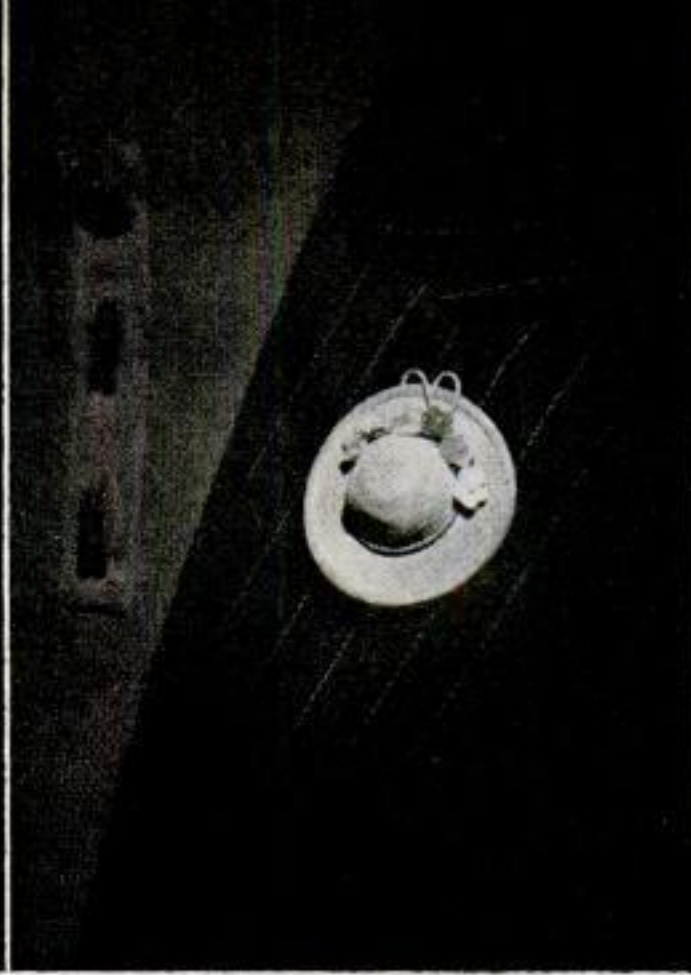
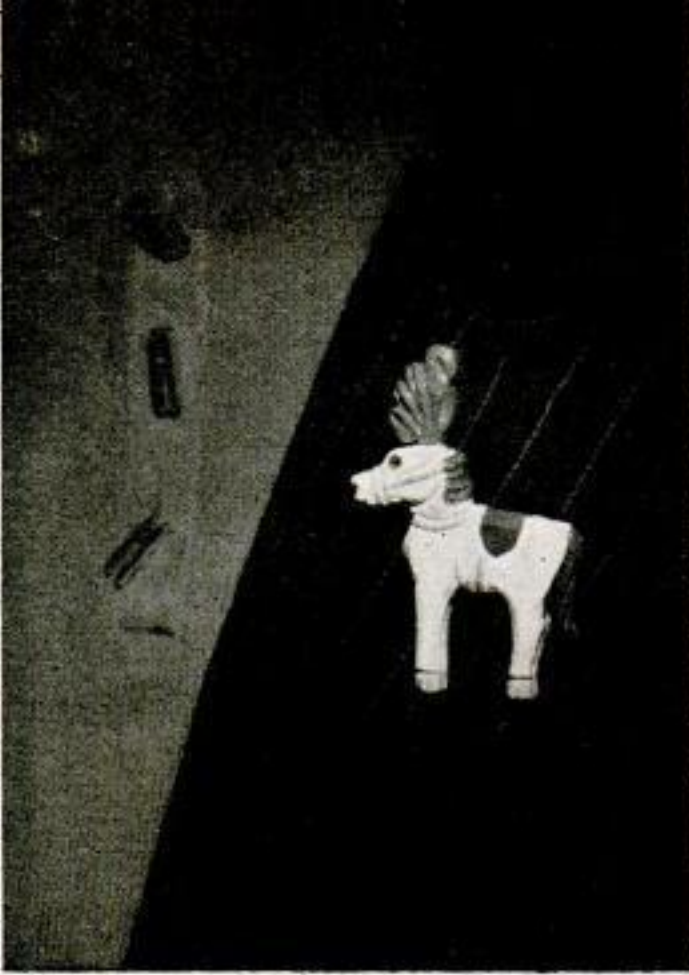


Food and drink are handed the convicts by the natives of Trinidad. The man with the hat is Big Marcel, who attempted escape with René Belbenoit (see Chapter 8, *Dry Guillotine*).



Fed and rested, the convicts are ordered by the British authorities to leave. Rigged in new clothes (below) they gaily sail for Panama. But their escape ended in a Colombian jail.





ONIONS AND SKULLS, ENGINES AND SHOES, ARE "HOT ITEMS" FOR SUIT LAPELS

The junk-jewelry and charm-bracelet fad proved such a gold mine for gadget manufacturers that spring finds them marketing an extraordinary new crop of decorative objects for women's wear. "Lapel gadgets" is what they are called and the industry considers them a "hot item." Although the season has just begun, manufacturers report that lapel ornaments already account for 35% of their sales of "junk." The 26 pictures on these pages show what one may expect to see on lapels of women's suits this spring.

Most imaginative of the lapel-gadget designers is Martha Sleeper, vivacious young stage and screen actress who plays minor roles in Hollywood. Miss Sleeper designed the steer's skull below, obviously inspired by Georgia O'Keeffe's paintings (*LIFE*, Feb. 14). Also by Miss Sleeper are the wooden pear, owl, duck, feathered totem pole, Congo mask with hair of rope, palm tree, onion, pheasant. These retail from \$1 to \$2.

The shiny metal hand was first seen on a Schia-

parelli model last winter. Lapel hands are now available with the fingers arranged to designate all the letters of the alphabet in sign language.

Other objects on page opposite are miniature ski boots of tan kid, wooden hat with feather, ringmaster, wooden elephant, horse, clown (to go with circus fashions, see page 30), pink wire-mesh hat, wooden guitar, metal beetle and locomotive with car, feather and pipe-cleaner doll, walnuts, wooden doll, garden vegetables, metal pineapple and a dry trout fly.



ENGLAND LOOKS AT A NEW LORD CHANCELLOR AND CARRIES ON IN A WAR-TALK WEEK



The new Lord High Chancellor, brother of Novelist Somerset Maugham, put on his new robes and wig March 10, to

be sworn in in the Law Courts. Holding his skirt is Permanent Secretary Sir Claud Schuster, author and alpinist.

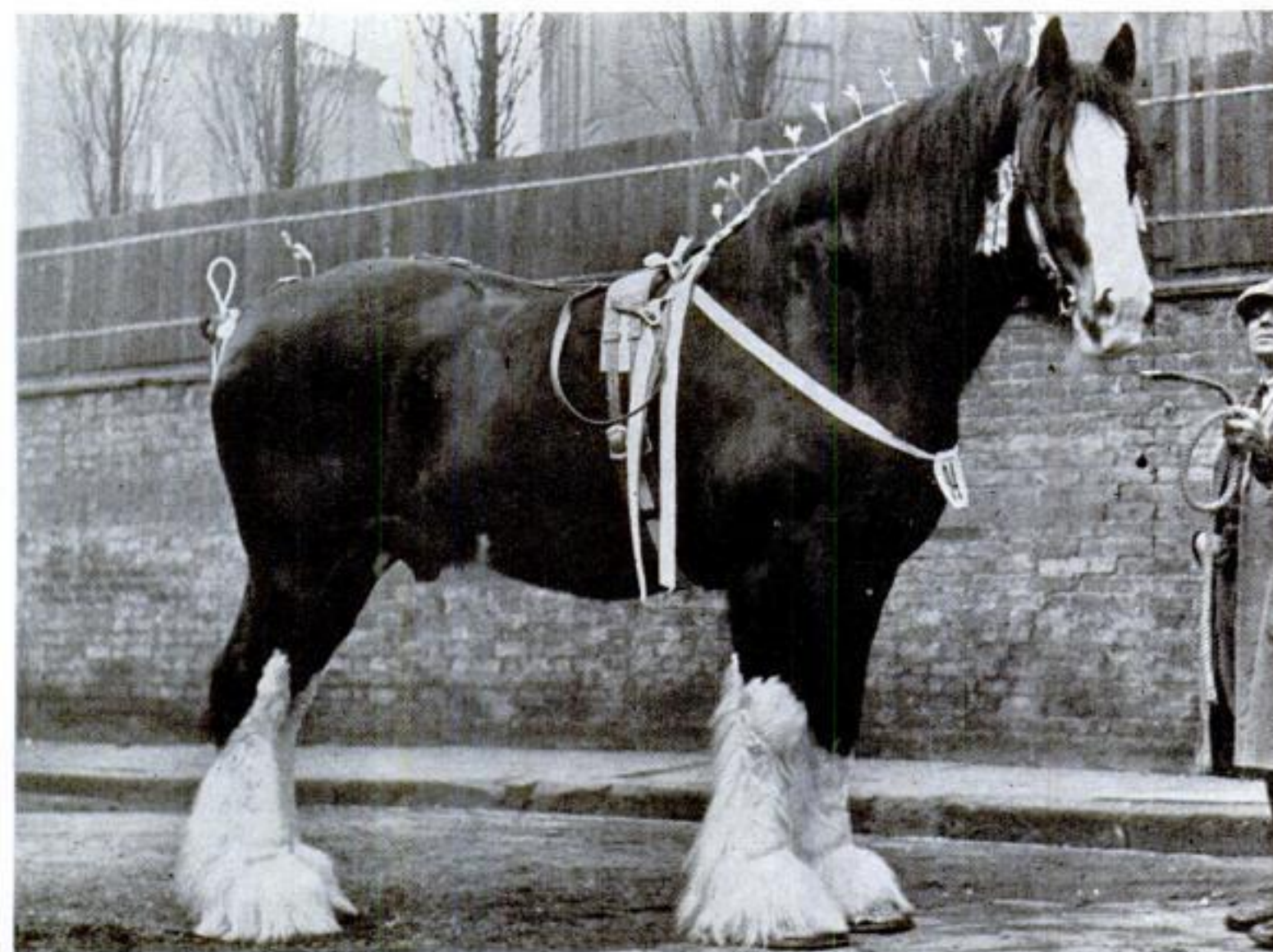
If a brother of Novelist and Playwright Louis Bromfield should be appointed Chief Justice of the U. S., the event would more or less parallel what can easily happen in England and did happen March 9. For British statesmanship welcomes the brains of great writing families. The wig at left sits on Britain's new Lord High Chancellor, named in the re-shuffle of the British Cabinet caused by the resignation of Foreign Secretary Anthony Eden. He is Frederic Herbert, Baron Maugham, brother of England's famed Novelist and Playwright Somerset Maugham (*below*) who simultaneously published a secretive autobiography called *The Summing Up*. Now 72, once a Cambridge varsity oarsman, the Lord High Chancellor has the most amazing job under the British Constitution. He is legal head of Britain, the king's legal adviser, the president of the House of Lords, dispenser of a mass of church and legal patronage, keeper of the Great Seal and theoretically guardian of all infants, idiots and lunatics. His salary is \$50,000 a year.



Brother Somerset Maugham, 64, at a London first night with Novelist G. B. Stern, 47. Both have Riviera villas.



The hocks of Harboro' Goldfinder, aged 7, worth \$10,000, helped win him his third supreme championship of England's standard Shire breed. Hocks are flat, close together.



England's great breeding pastures produced Harboro' Goldfinder, twice as heavy as a race

horse, and a descendant of the Great Horse or Black Horse used by armored English knights.



The uniforms of the Empire were put on March 11 by Grenadier Guardsmen for a tableau in London's Albert Hall. From left, they are: a Grenadier Guards sergeant, Royal

Canadian Mounted Police, Indian cavalry, Australian, another Indian, West African artillery, New Zealander, Welsh Guardsman, another New Zealander, another Aus-

tralian. These are by no means all. In the British Empire there are some 200 regiments with distinguishable uniforms. Officers must buy several when they get their commissions.



The front door, kitchen, Cabinet Room and upstairs sitting rooms of No. 10 Downing St., the British Prime Minister's residence, have appeared in LIFE. Above, the back garden gate is shown because Prime Minister Chamberlain and his wife used it to get home March 12.



Queen Mother Mary, whose queer hat is made to look queerer by a bouquet in background, gets a bouquet March 8 from a cowboy at one of London's 47 Play Centres for children, organized by Mrs. Humphry Ward. Gaiters (foreground) belong to Archbishop of Canterbury.



The River Thames and turreted Eton have molded an Empire



Hats are raised for roll call on Eton's greatest holiday



KING HENRY VI FOUNDED ETON IN 1440

Eton

THE MOST IMPORTANT PREP SCHOOL IN THE WORLD

To Englishmen, a Public School has nothing to do with free education. It means a very exclusive private institution where the sons of gentlemen are prepared for public life: politics, the Army & Navy, or the Church. Because it is the largest, with 1,150 boys, and next to Winchester the oldest of famous British Public Schools, LIFE presents these pages of life at Eton College.

The importance of Eton is not in its silk hats, strange customs or ancient buildings, but in the fact that it is the greatest of schools for gentlemen, and gentlemen, in the narrow sense of the word, rule the British Empire today. Eton has produced ten British Prime Ministers, and claims one-sixth of all the present members of Parliament for her sons. When the gentlemen who rule England found Etonian Anthony Eden unsatisfactory as a Foreign Minister they instantly found another Old Etonian to take his place: Lord Halifax. Those Britons who reach positions of authority without passing through the mill of a great Public School almost invariably send their sons to one, that they may learn to take a whipping without flinching, to speak the correct clipped drawl of a Public School boy, to play cricket and to wear for the rest of their lives the Old School Tie.



HATS BY THE HEADMASTER'S DOORSTEP

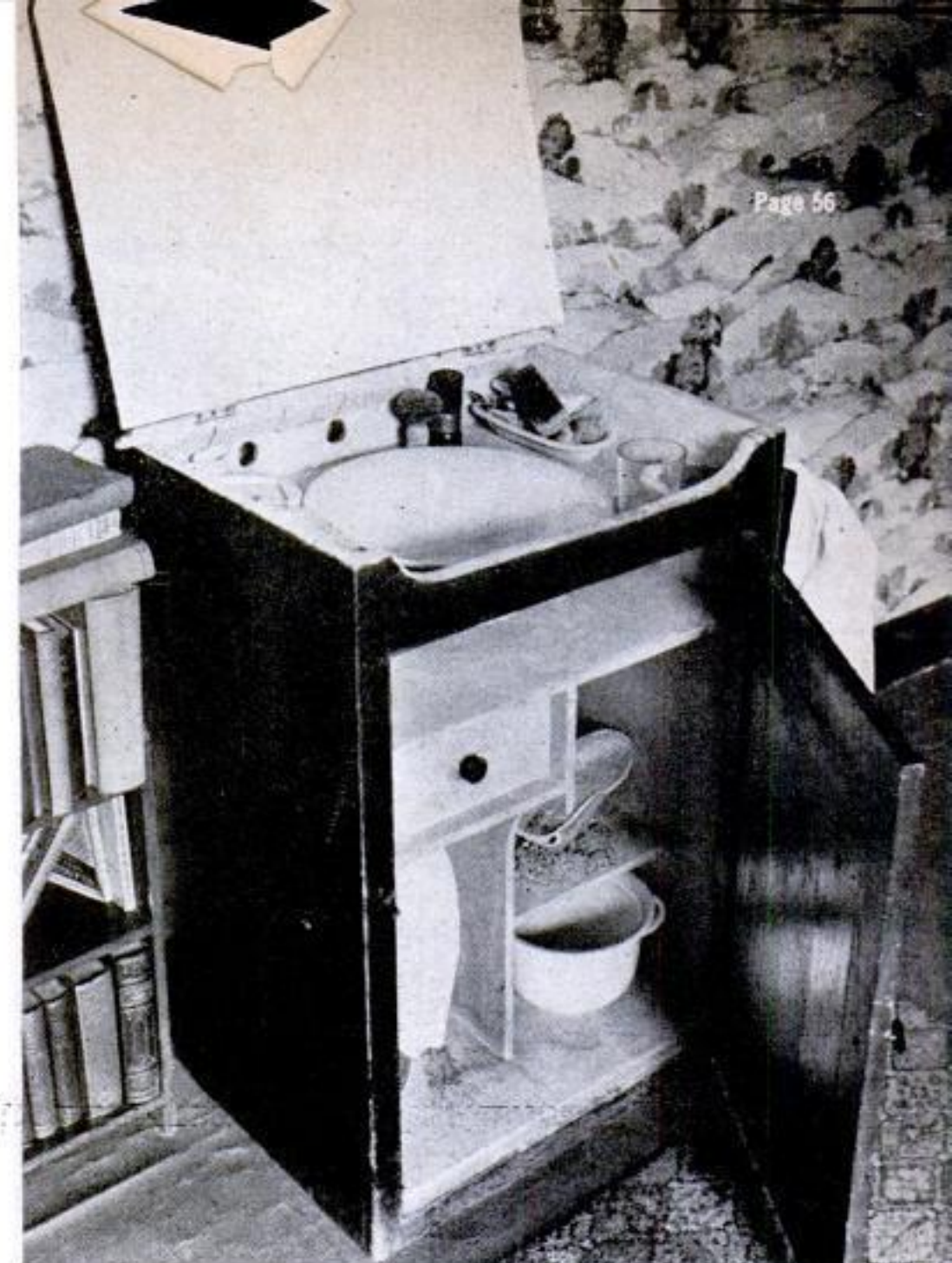


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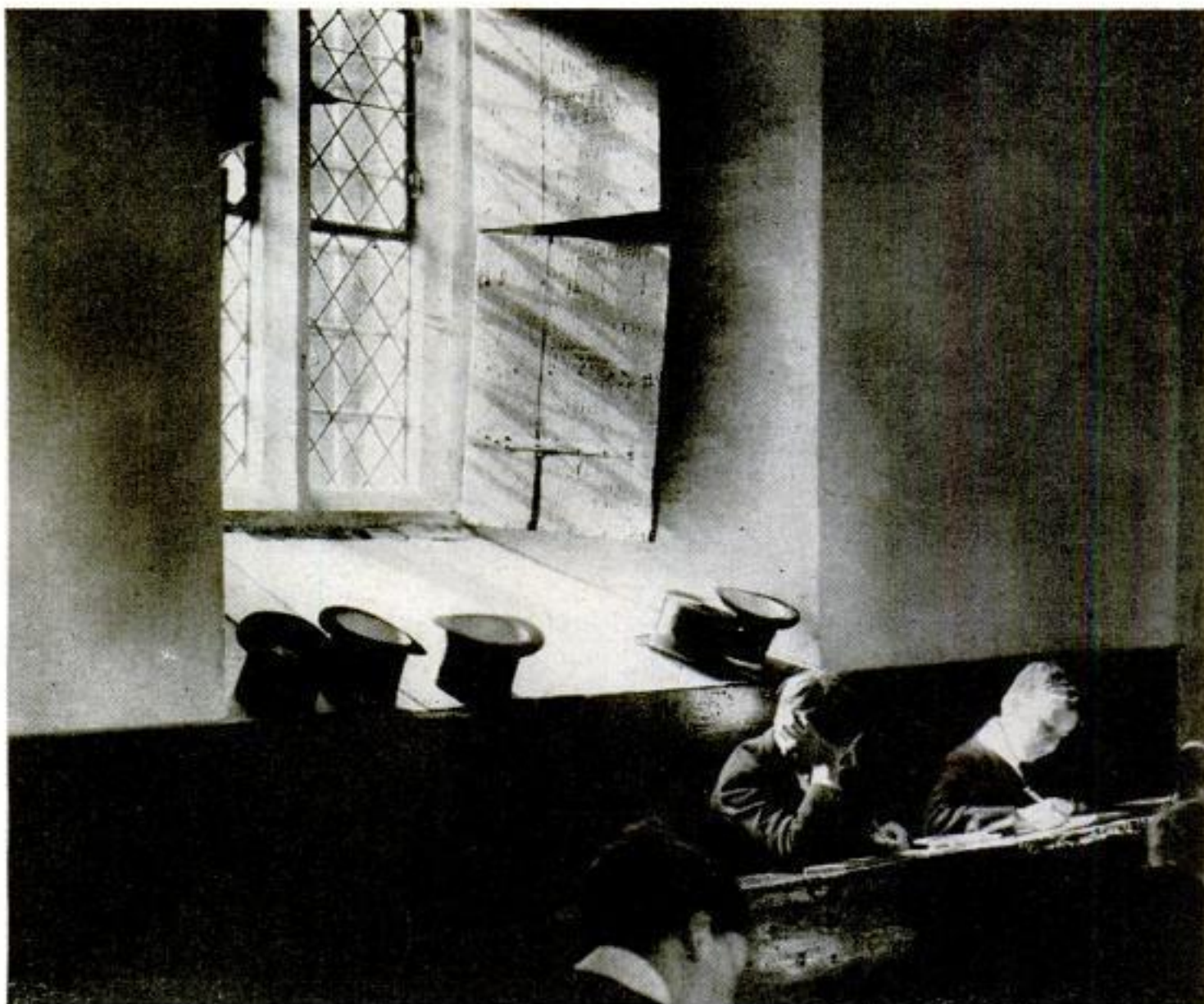


A Collegier's "stall." In these ill-lighted pens of ancient oak in Eton's original dormitory, live the 70 King's Schol-

ars, known as "Collegiers," who wear gowns to class and are generally looked down upon by Eton's 1,080 "Oppidans."



Sparse comforts are provided for Eton boys. This primitive washstand has served generations of British peers.



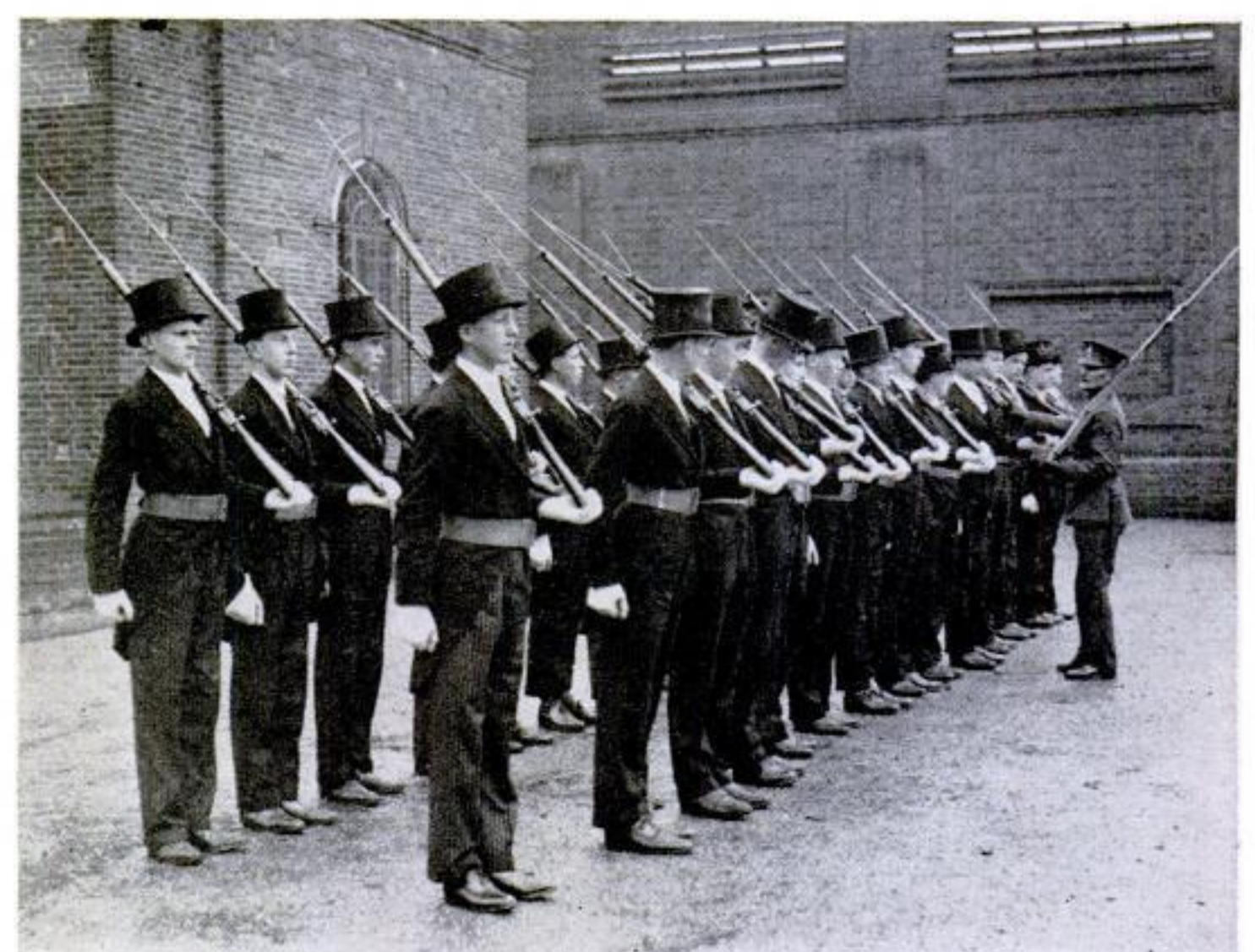
Lower School. Behind shutters scarred by the knives of Britain's great and under beams taken from the Spanish Armada, these Lower Boys construe Virgil and scratch their ears.



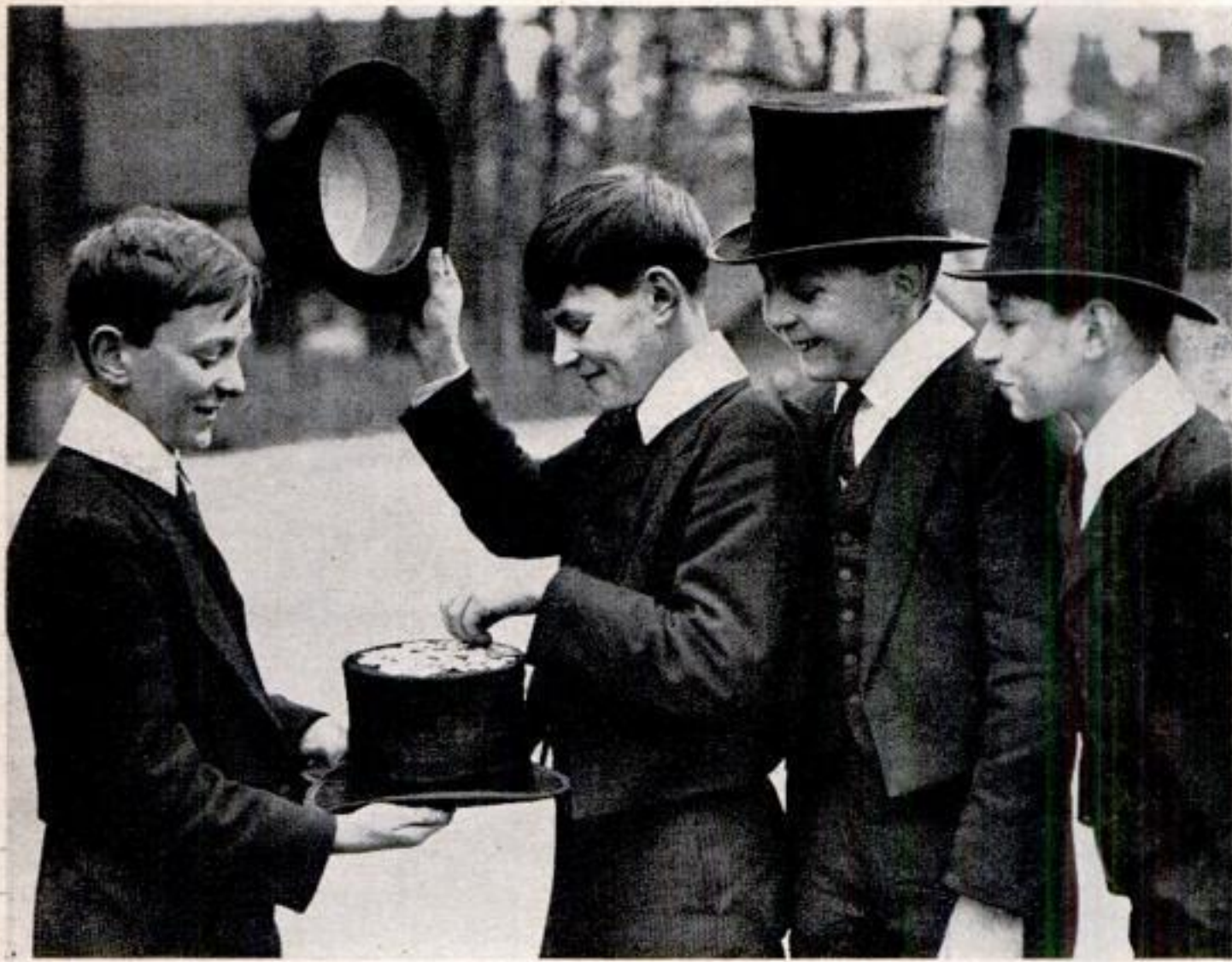
Unknown to history is W. W. Jeudwine. The erratic boy once known as "Madcap" Shelley who carved his name under Jeudwine's became one of England's greatest poets.



This is "Pop," the much bewhittled clubroom of Eton's awe-inspiring Prefects. Membership in this swankiest of societies is a greater honor than membership in the House of Lords.



Napoleon's marshals rose from the ranks, but Britain's present-day generals seldom do. More often they are the products of the Officers' Training Corps of Eton and Harrow.



The King's Threepence. Once a year the 70 Collegers receive shiny new threepenny bits as a symbol of the scholarships that approximately halve the \$1,225 tuition fee.

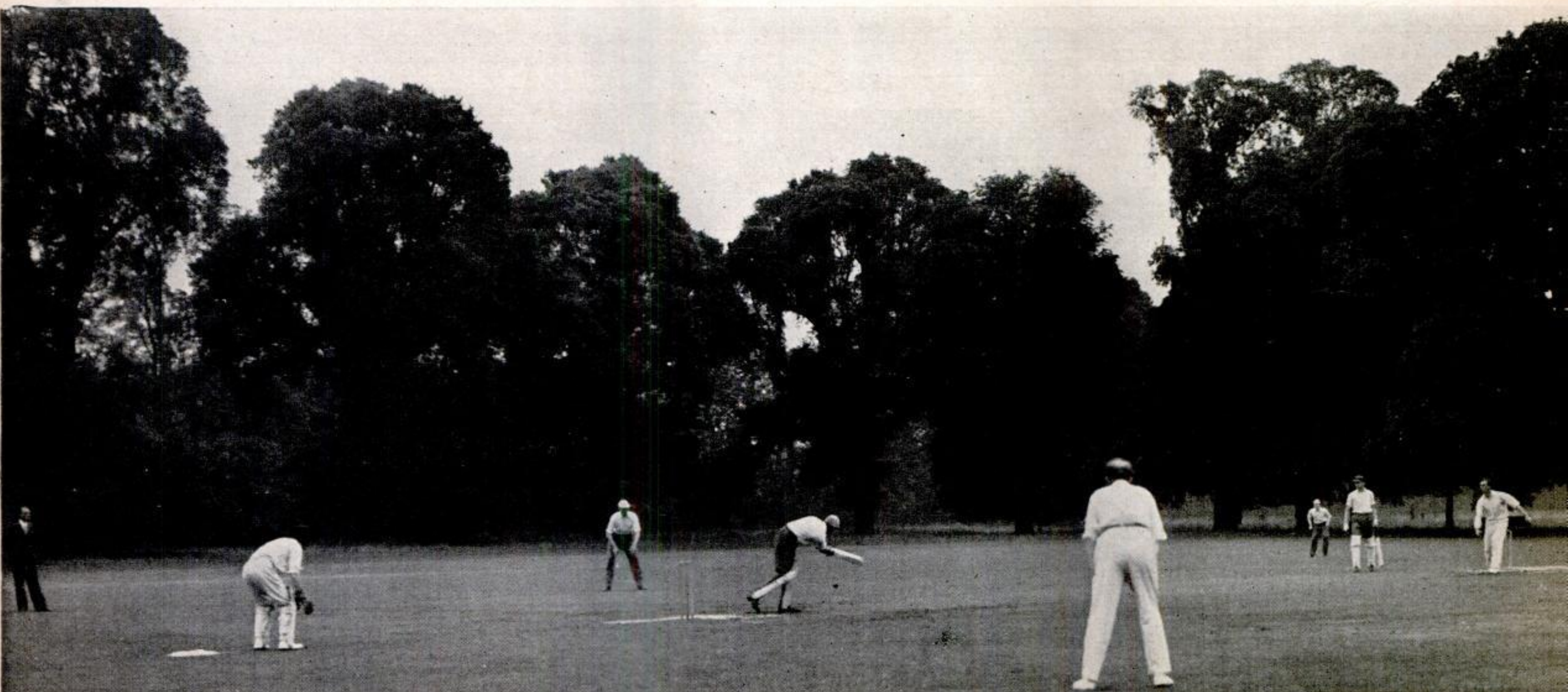


The College Fire Brigade is drawn from members of the College Boy Scout Troop. Grown-up firemen from town instruct and help hold the net for this jumping Lower Boy.

On this field, lying beyond Eton's chapel on the river Thames, the most beautiful cricket pitch in England, the Duke of Wellington insisted the Battle of Waterloo was won.



The Fourth of June, birthday of Patron George III, is Eton's greatest holiday when all Etonians may furl their umbrellas and wear flowers in their buttonholes like members of Pop.



Eton boys are really tougher than they look

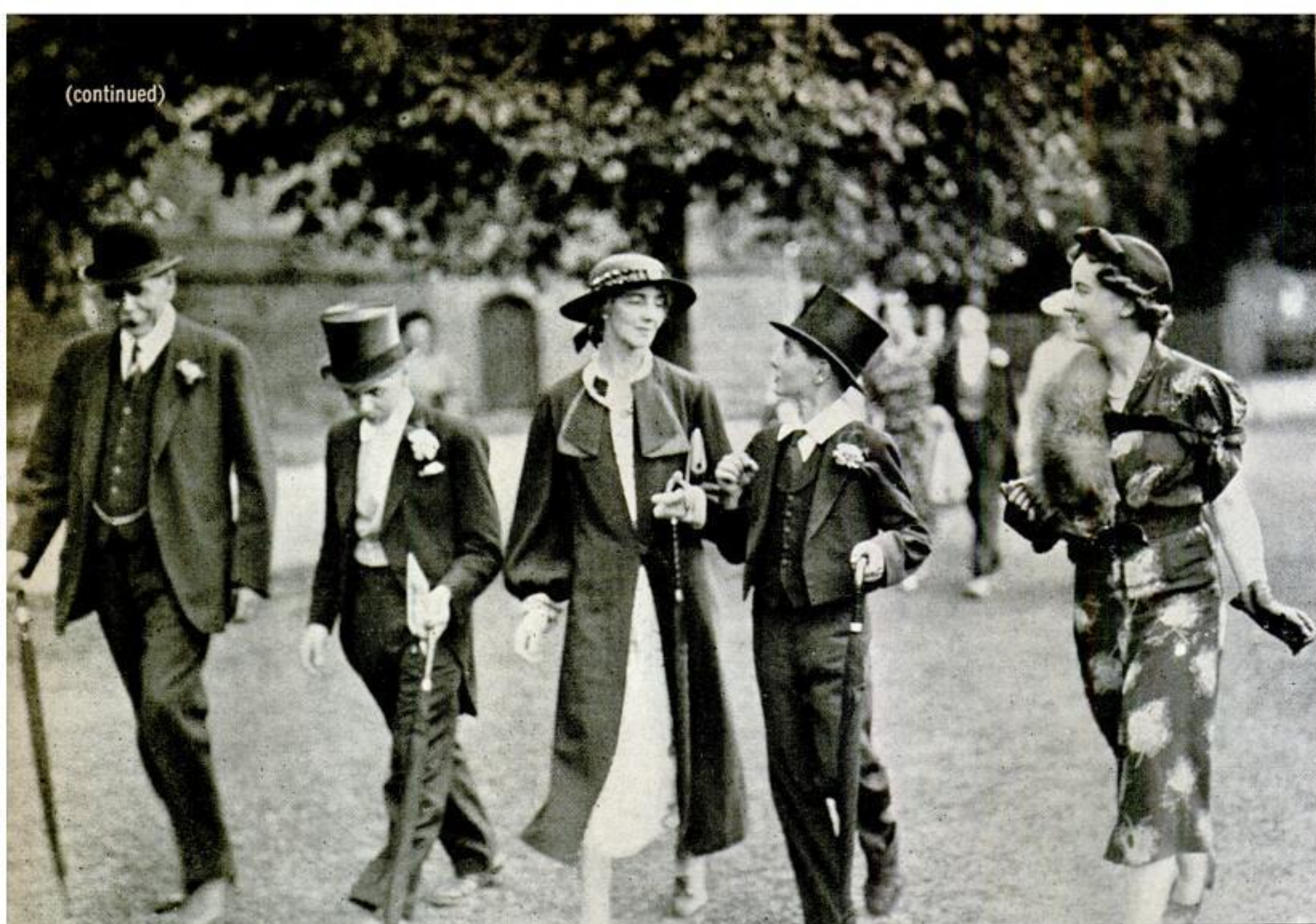


HEADMASTER ELLIOTT

For all their silk hats and the flowers in their buttonholes, there is nothing soft about Eton schoolboys. Frequently tanned (birched) with birch rods through most of their six years of schooling, they toughen young.

Typical of the toughening process is the Wall Game, a muddy mystery played on St. Andrews Day between teams of Collegers and Oppidans (the rest of Eton) which nobody but the teams involved really understands.

Tough too is Eton's curriculum. Still based solidly on Greek and Latin, efforts to keep up with the modern world have made Eton go in heavily for the sciences in recent years. Eton boys read more than many U. S. college students. Responsible for all this is Eton's Headmaster Claude Aurelius Elliott, who at the age of 50 holds one of the most important jobs in the British Empire. Because Eton, 20 miles up the Thames from London, is only three miles from Windsor Castle, he is constantly under his Sovereign's eye. An old Etonian himself, Headmaster Elliott is qualified for this job as an authority on English history and a veteran of the financial committee of Cambridge University, where he lectured for many years.



AIR MARSHAL LORD TRENCHARD BEAMS BEHIND HIS MUSTACHE AT HIS UPPER AND LOWER SCHOOL SONS



COLLEGERS BEFORE AND AFTER THE WALL GAME. NO TRUE GOAL HAS BEEN SCORED FOR OVER 30 YEARS







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NORTHLAND
VACATION*



*far
FROM
the crowd!*

COME North this year where it's cool and fragrant and there's lots of elbow-room. You'll get a friendly welcome at the border and courteous treatment wherever you go in Canada. The Pacific Coast or the towering Rockies or the forest and lakeland resorts, historic cities and seashore havens of the east offer boundless scope for rest and adventure. Write us for full details.



**CANADIAN
TRAVEL BUREAU**

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Etonians

Etonians graduate and go on to different universities, but they make little impression on them. For the rest of their lives they think of themselves not as Oxford or Cambridge men, but as Old Etonians whose badge is a dark-blue necktie with a diagonal light-blue stripe, whose festival is the Fourth of June. Below, a double file of famous Old Boys and a future member of the class of 1949.



DUKE OF WELLINGTON

Even as a boy, Wellesley Major, future hero of Waterloo, was standoffish, took solitary walks, made few friends. Arthur Wellesley's brother Richard became a great viceroy of India.



Charles, Marquess of Cornwallis, who surrendered to Washington, was more popular with Etonians of an earlier generation than Wellington. He nearly lost an eye playing hockey.



LORD CORNWALLIS



WILLIAM EWART GLADSTONE

Even today the great Victorian Prime Minister is remembered at Eton for his brawling. During his first year at school he is supposed to have had three or four fist fights a day.



William Pitt the Elder, Britain's great orator and Premier during the American Revolution, was a brilliant student but suffered from gout during his years at Eton and hated the place.



EARL OF CHATHAM



LORD CECIL OF CHELWOOD

The ardent defender of the League of Nations was known as "Linky" at School. Never losing interest in the school, his brother, Lord Hugh Cecil, has recently become Provost of Eton.



A brilliant grandson of Scientist T. H. Huxley, Novelist Aldous Huxley read so much and in such bad light at Eton that he nearly went blind. Like the Elder Pitt, he disliked the place.



ALDOUS HUXLEY



PRINCE EDWARD OF KENT

Almost as soon as he was born the Duke and Duchess of Kent entered their son for the class entering Eton in 1949, for Eton's impressive waiting list does not wait for royalty.



Britain's new Foreign Minister is not only an Etonian too, but a third cousin of Anthony Eden whom he supplanted. At school his athletic ability offset his reputation as a grind.

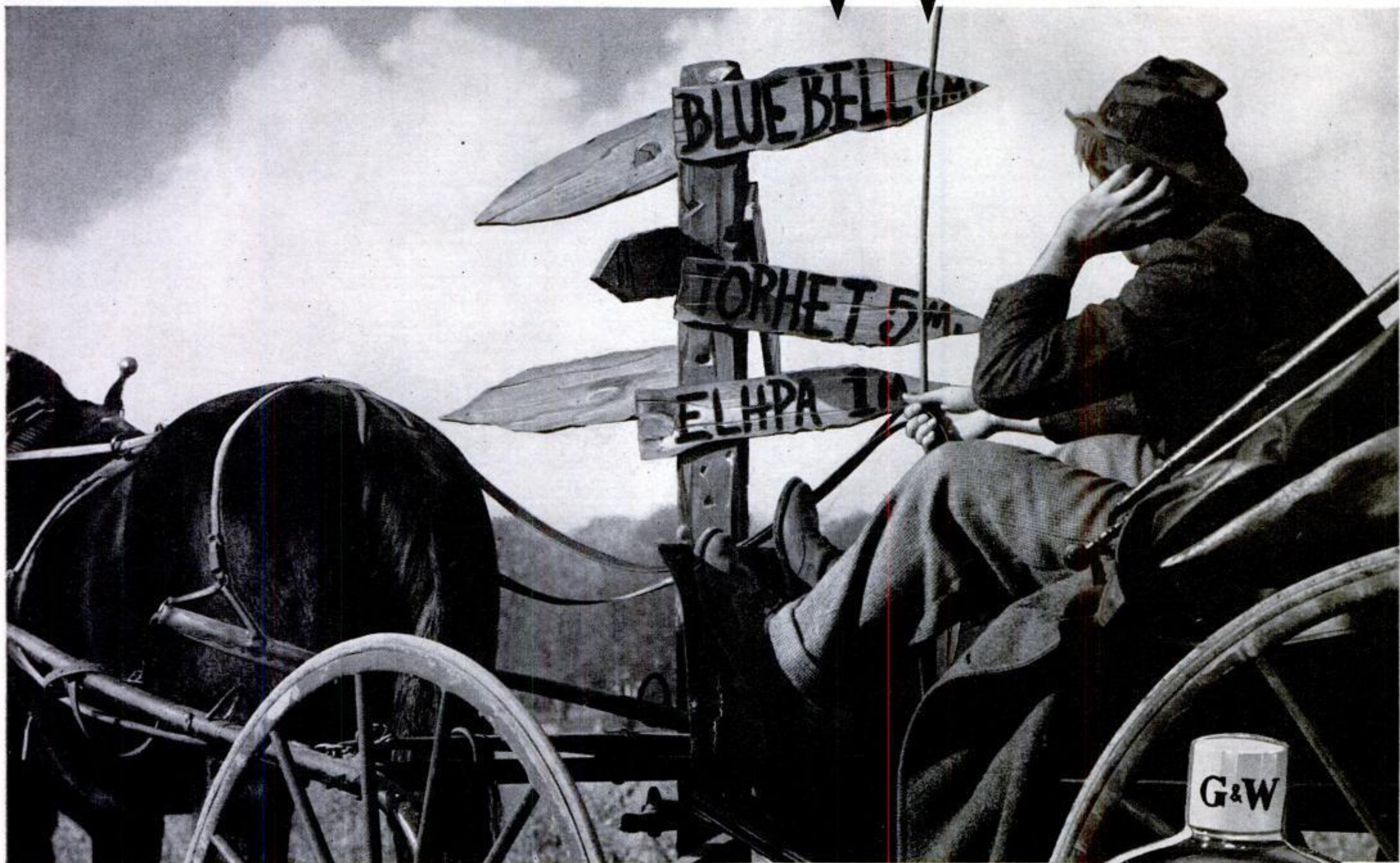


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PARTY GAME FREE!

Pick one of the five "G & W" expressions below and tell in 25 words or less why you think it best applies to G & W whiskies or gins. For the best entries, Gooderham & Worts Ltd., will award, FREE, a party card game called Gang Way.* With it you can play 17 games! You'll find it fascinating! Send your entry to G & W., P. O. Box 887, Detroit, Mich., before April 30, 1938.

Gets Welcomed • Good Whiskey • Goes Well • Genuine Worth • Guests' Welfare



G & W Star Blends

GET WISE... GET G & W 7 STAR • 5 STAR • 2 STAR... THEY'RE GOOD WHISKIES

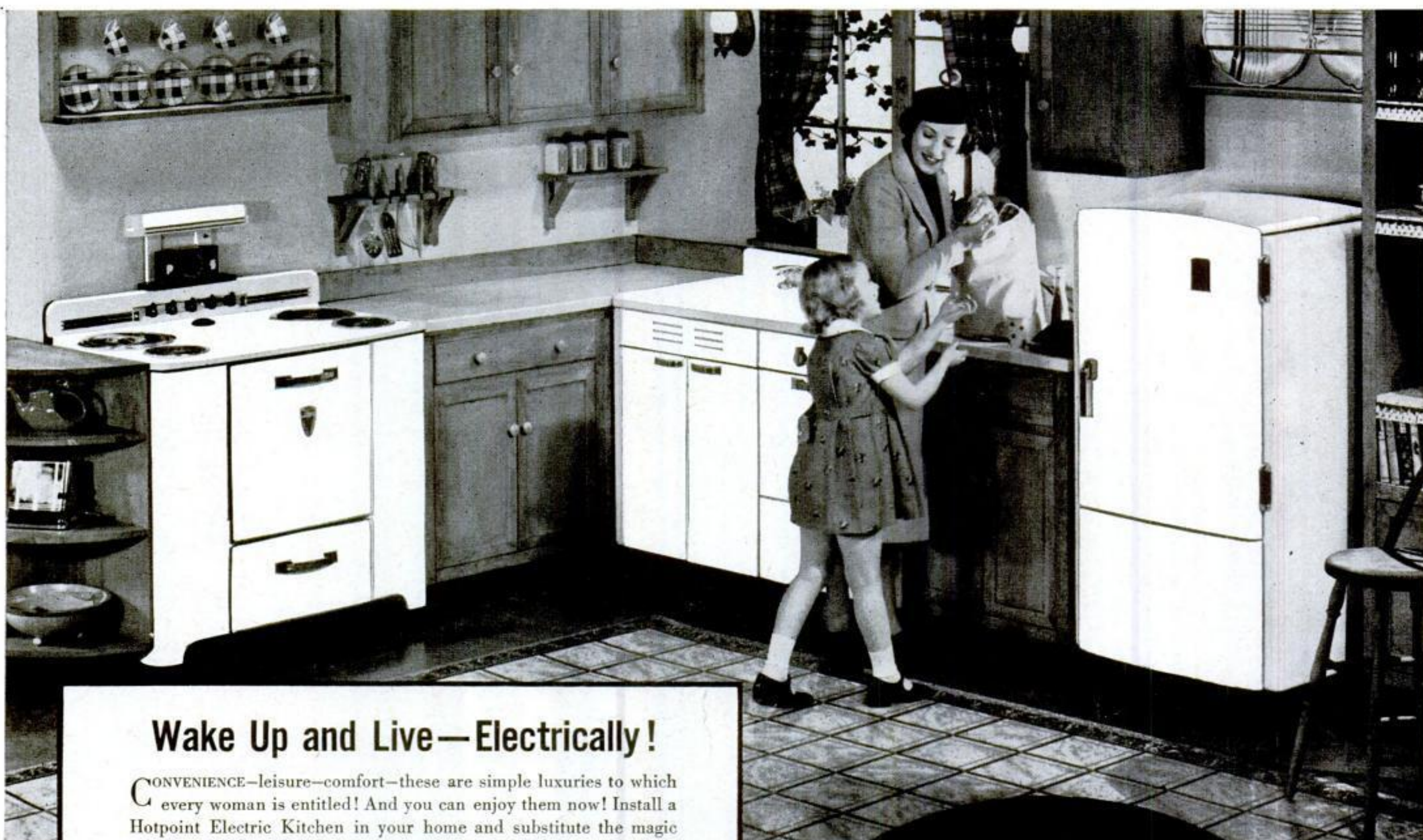
G & W BLENDED STOCK STRAIGHT BOURBON OR RYE WHISKEY — This whiskey is 7 years old. Bottled in Bond in Canada. 100 proof.

G & W 5-STAR BLENDED WHISKEY — The straight whiskey in this product is 4 years old; 23% straight whiskey, 77% grain neutral spirits. 90 proof.

G & W MILL FARM STRAIGHT BOURBON WHISKEY — This whiskey is 2 years old. 90 proof.

*This offer good for adults other than Liquor Industry Employees, in states where such offers are permitted.

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CONVENIENCE—leisure—comfort—these are simple luxuries to which every woman is entitled! And you can enjoy them now! Install a Hotpoint Electric Kitchen in your home and substitute the magic power of electricity for tiring human toil. Banish sooty, old-fashioned cooking methods with the new Hotpoint Speed Range. End the messy job of garbage-tending with Hotpoint's Kitchen Waste Unit. Quit once and for all the never-ending drudgery of washing dishes by hand—let the Hotpoint Dishwasher do this disagreeable job for you. Dishes, tableware, glasses—even pots and pans are swiftly, hygienically washed and dried without your hands touching water. And let the Hotpoint Refrigerator save you money—protect your family's health with its "customized" cold-storage service year after trouble-free year!

Hotpoint Kitchens Are Easy To Own

You don't have to be rich to own a Hotpoint Electric Kitchen right now. Hotpoint's Friendly Finance Plan offers you the labor-saving freedom of a complete electric kitchen (including floor covering and cabinets) on terms so low that you will be amazed and delighted! In fact, some kitchens can be equipped for *as little as \$4.00 weekly!* For details—see your dealer or write for beautifully illustrated *free* booklet. Just fill out and mail the coupon below.

EDISON GENERAL ELECTRIC APPLIANCE CO., INC.
5782 W. Taylor St., Chicago, Ill.

Without obligation send me *free* copy of booklet "Your Kitchen" describing how I may make my kitchen Hotpoint All-Electric.

Name _____

Address _____

City _____ State _____



AS LITTLE AS
\$4⁰⁰ WEEKLY
BRINGS YOU A COMPLETELY
EQUIPPED
Hotpoint
ELECTRIC KITCHEN

AN ELECTRIC KITCHEN!

MAKE YOUR KITCHEN ALL-ELECTRIC WITH THESE HOTPOINT APPLIANCES!

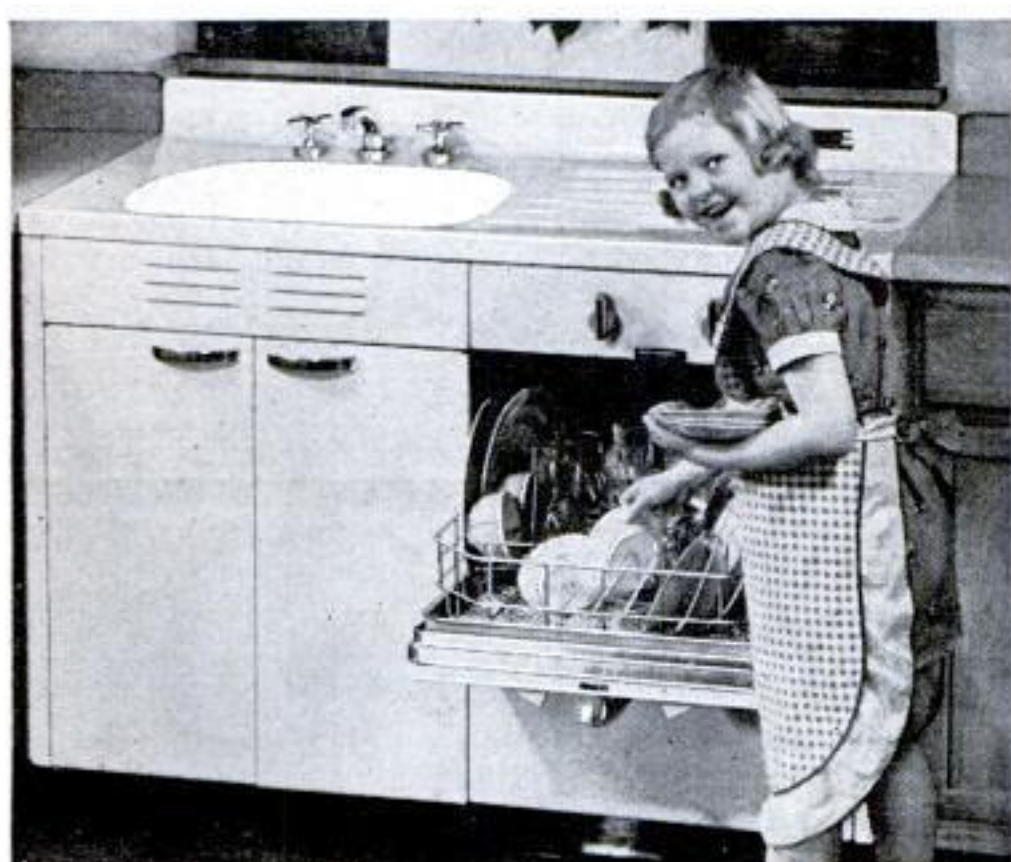


HOTPOINT ELECTRIC REFRIGERATOR features the famous Speed Freezer; Thriftmaster Mechanism with advanced Circulaire Cooling; and the sensational new Pop-Ice Trays. Provides 20% faster freezing at even lower operating costs—saves on ice bills by making ice cheaper than you can buy it! Saves on power and food bills. Fifteen models are available. As little as \$1.19 a week buys a Hotpoint Refrigerator.



HOTPOINT ELECTRIC RANGE. Every week thousands of women are experiencing thrilling new cooking convenience with these brilliant 1938 Hotpoint Ranges. The new Select-A-Speed Calrod cooking units cut operating costs lower than ever. There's no flame or soot. And foods cooked the Hotpoint way have extra-delicious flavor. Succulent juices are retained—not cooked away. As little as 17c a day buys a Hotpoint Electric Range.

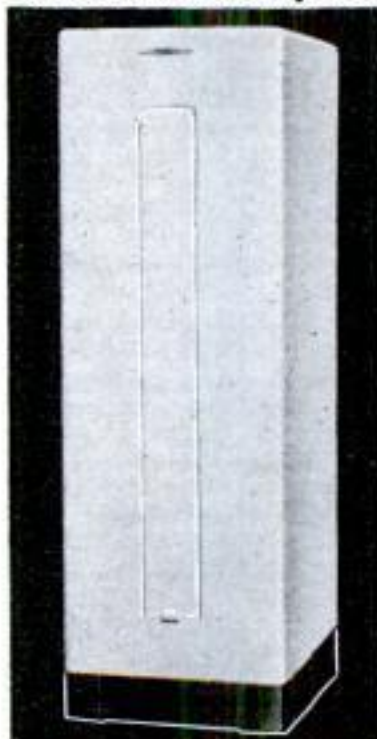
NEW SELECT-A-SPEED CALROD provides five controlled cooking temperatures. You cook with electricity, faster or slower, at new low cost. Owners report savings as high as 60% on some cooking operations.



HOTPOINT ELECTRIC DISHWASHER-SINK available as a complete unit or as the Dishwasher alone. In the complete unit electricity banishes the two most disagreeable chores in the kitchen—hand dishwashing and messy, unsanitary garbage disposal. Simply scrape unused food from plates directly into the Kitchen Waste Unit and it's gone forever—disposed of electrically! Place your dishes, pots, pans and tableware in the Dishwasher. They're spotless-clean in minutes. As little as \$1.19 a week buys a Hotpoint Electric Dishwasher-Sink.

WATER HEATERS • LAUNDRY EQUIPMENT

HOTPOINT ELECTRIC WATER HEATER. Provides instant 24 hour hot water service for every household need—silently, economically, without flame or odor. Fully automatic. As little as \$1.19 a week buys a Hotpoint Water Heater.



HOTPOINT WASHERS AND IRONERS. The sensation of the electrical industry. The famous Thriftivator triple-zone washing action gets all the dirt without harming even the sheerest fabrics. Hotpoint Ironers master the toughest ironing jobs easily, quickly. As little as \$1.19 a week buys a Hotpoint Washer or Ironer.





BUY KLEENEX^{*} IN THE SERV-A-TISSUE BOX

It Saves as it Serves—just one double tissue at a time



ADOPT the Kleenex habit the instant sniffles start. These disposable tissues soothe noses—save money, as they reduce handkerchief washing. Use each tissue once—then destroy, germs and all! Also use Kleenex to remove face creams and cosmetics ... for the baby. The Serv-a-Tissue box ends tissue fumbling, waste and mess. Only Kleenex has it ... box of 200 sheets now 2 for 25c. It's the handy size for every room and for your car!

KLEENEX^{*}

DISPOSABLE TISSUES

(*Trade Mark Reg. U. S. Patent Office)

New! KLEENEX LIPSTICK TISSUES for handbag and dressing table. End lipstick stains on towels, gloves, hankies! 12 packs only 20c.

LIFE'S PICTURES



Maxwell Frederic Coplan who took most of the pictures of the Circus story (pages 22-29) got into photography by accident. A painter of circus scenes, he took circus photographs in order to sketch from them at leisure. Soon after a customer, examining a Coplan painting, bought its photographic predecessor instead, Coplan gave up the brush for the camera. Now this 27-year-old Carolina-born cameraman has a photographic book on circus life coming out next fall.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- FRONT COVER—P. I.
4—DR. CROY from B. S. exc. t. TSCHIRA from EUR.
5—EUR.—INT., ALTON HALL BLACKINGTON —bot. rt. ALTON HALL BLACKINGTON
6—EUR.—TSCHIRA from EUR.
9, 10, 11—WALLACE W. KIRKLAND
12, 13—W. W., WALLACE W. KIRKLAND—ST. LOUIS POST-DISPATCH, THOS. D. MCAVOY
14, 15—THOS. D. MCAVOY
16—T. MORGAN PHOTO—bot. rt. NEW YORK HERALD TRIBUNE
17—Bot. DE PALMA from B. S.
18—T. rt. RKO RADIO PICTURES INC.—RKO RADIO PICTURES, PHOTICS (3)
19—PHOTICS—RKO RADIO PICTURES—RKO RADIO PICTURES, PHOTICS
20—INT.
21—INT., W. W.—ACME, A. P.—W. W., ACME
22, 23—MAXWELL FREDERIC COPLAN exc. lt. (3) on p. 22 DE PALMA from B. S.
24—JACK E. DADSWELL—JACK E. DADSWELL, MAXWELL FREDERIC COPLAN
25, 26—MAXWELL FREDERIC COPLAN
27—DE PALMA from B. S.
28, 29—MAXWELL FREDERIC COPLAN exc. bot. cen. (3) LEAVITT from B. S. and t. cen. p. 29 GASTOX PARIS from P. I.
30—KARGER-PIX exc. cen. courtesy WAGER & HIRSCH FABRICS CORP.
33—NATORI from B. S.
34—JIM YOUNG
40—GROVER BRINKMAN—OKAWVILLE TIMES
43—PETER STACKPOLE
44—A. P.—INT.
46—PARAMOUNT from A. P.—ROBERT BLAIR NILES—MAP by HUGH BIGELOW, PRESTON RAMBO—bot. rt. © 1937 WILLIAM LAVARRE
47, 48—Courtesy E. P. DUTTON & CO.
49—PARAMOUNT from A. P.
50—ARTHUR MURAY
51—RUZZIE GREEN
52—INT.—MAGEE from P. I.
53—P. I.—ACME, P. I.
54—H. E. TURNER from "THAMES PORTRAIT" by E. ARNOT ROBERTSON (THE MACMILLAN CO.)—P. I.
55—Lt. (2) MOHOLY-NAGY from "ETON PORTRAIT" by BERNARD FERGUSON—rt. LEIGH IRWIN & NICHOLAS LANGEN from P. I.
56—MOHOLY-NAGY from B. S., LEIGH IRWIN & NICHOLAS LANGEN from P. I.—P. I., LEIGH IRWIN & NICHOLAS LANGEN from P. I.—LEIGH IRWIN & NICHOLAS LANGEN from P. I., KEY.
57—KEY.—KEY., P. I.—LEIGH IRWIN & NICHOLAS LANGEN from P. I.
58—P. I. exc. t. rt. from "ETON PORTRAIT" by BERNARD FERGUSON and bot. lt. A. P.
59—MOHOLY-NAGY from "ETON PORTRAIT" by BERNARD FERGUSON
60—U. & U., KEY.—KEY., CULVER—lt. A. P.—A. P.
64—J. G. LOOTENS
66, 67, 68, 69—WALLACE W. KIRKLAND

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Now your eyes can enjoy day-long comfort! Scientific ingredients in Cerulite Lenses give you complete protection against dazzling rays. For sunlight, wear Cerulite... a Columbia product, 59c and up.

CERULITE
Scientific Lenses are 3 times more effective than ordinary colored sun glasses
• Ample vision retained
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See life . . . see the world . . .
eyewitness great events . . .

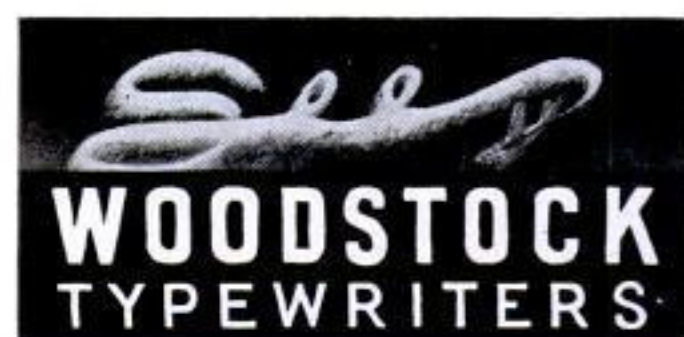
in

LIFE

BIG MONEY BUILDING MEAD'S NEW Portable OUTBOARD BOAT!



MEAD GLIDERS, 15 S. Market, Dept. LF-48, CHICAGO



UGLY SKIN

Don't cover coarsened, reddened skin with cosmetics. Give it the gentle, effective medication it needs with wonderful

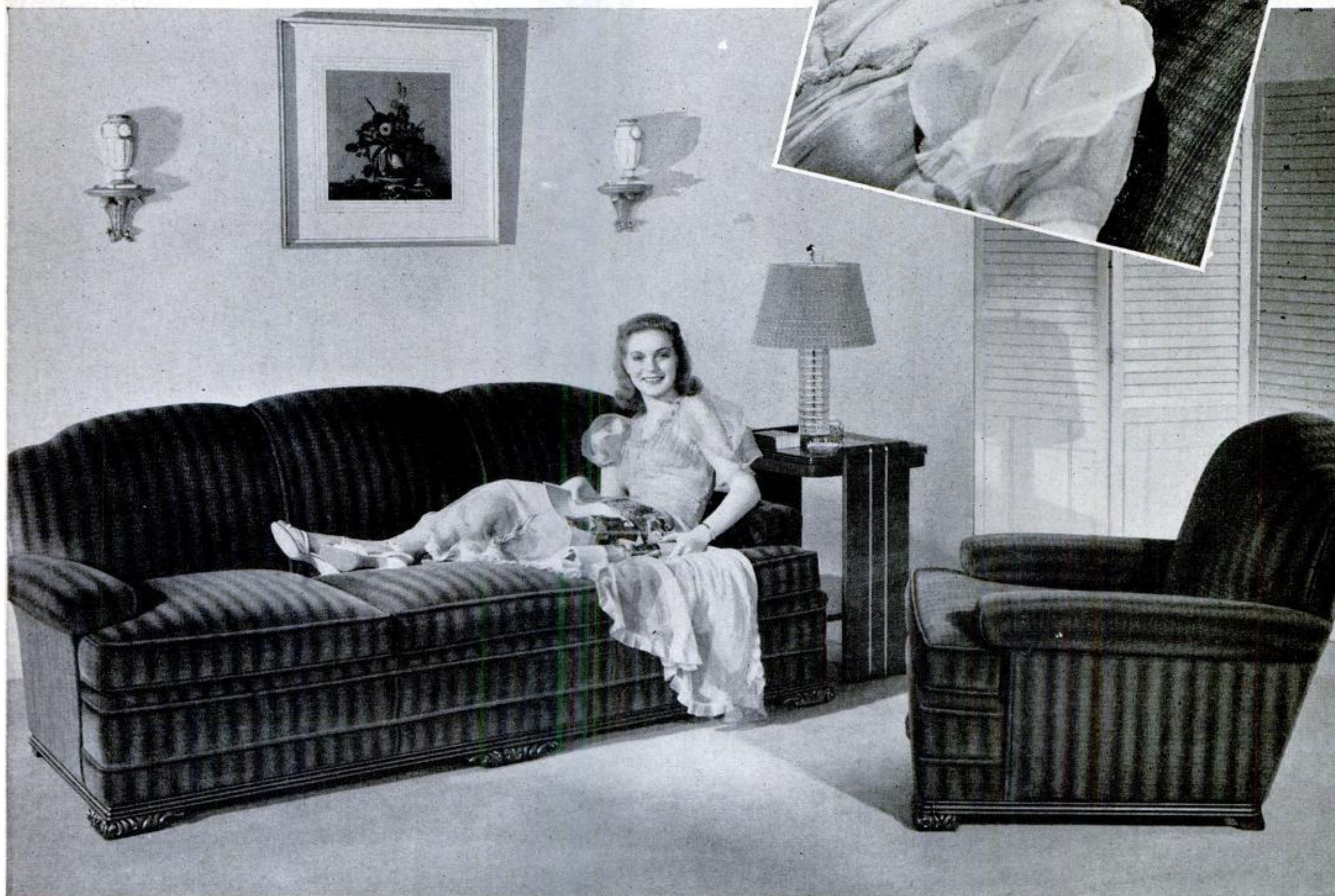
CUTICURA SOAP AND OINTMENT

"I love that 'come hither' look
about Kroehler Furniture"

SAYS:

Nan Grey

STAR OF THE NEW UNIVERSAL
PICTURE "THE BLACK DOLL"



KROEHLER SUITE NO. 5644 (ILLUSTRATED)

PEOPLE OF TASTE say this new Kroehler living room furniture is the smartest and most satisfying they have ever seen.

But beneath the beautiful exterior is the hidden quality that makes Kroehler furniture so luxuriously comfortable and durable.

Kroehler's new Sturdi-flex seat and 5-Star Construction eliminate all construction materials that wear out easily. Kroehler seat springs don't wobble, sag, or break down. Kroehler cushions don't become matted, lumpy, or unshapely. Kroehler furniture gives you the same nerve-easing relaxation year after year.

See the latest styles at your dealer's today. You can identify Kroehler-made furniture by the label under the cushions. Test the comfort, compare the prices, before you buy. Learn why Kroehler far outsells any other furniture.

Kroehler 5-Star Construction Includes
★ SCIENTIFICALLY CONSTRUCTED HARDWOOD FRAMES
★ NON-COLLAPSIBLE SPRING-FILLED SEAT CUSHIONS
★ ONLY CLEAN, SANITARY FILLINGS
★ NON-SAGGING STEEL WEB SEAT UNDERCONSTRUCTION
★ KROEHLER QUALITY CRAFTSMANSHIP

KROEHLER FURNITURE

For Living Rooms, Bedrooms and Dining Rooms
WORLD'S LARGEST FURNITURE MANUFACTURER
Operating Ten Large Factories



Look under the
cushions for this
guide to quality

The Rumba

is danced in Havana as only Cubans dance it



An increasingly popular feature of smart night life in the U. S. has for several years been the rumba which swank orchestras play almost as often as waltzes or fox trots. Introduced to this country by Cuban professional dancers, this lively dance has in the past few years become more and more familiar to Americans, thanks to West Indies cruises. In greatly modified form it has been taken up in Palm Beach this winter by such socialites as Mrs. Dodge Sloane, Mrs. William Ran-

dolph Hearst, James Roosevelt, Vincent Astor's mother Lady Ribblesdale, and Mr. and Mrs. Myron C. Taylor. But to see an authentic rumba you must go to Havana. There, in the night clubs where the pictures on these pages were taken, the rumba consists of a series of convolutions in which a generously-hipped mulatto cavorts about while her male partner advances, retires in hesitation, then squirms in a wide circle while the woman works up to a climax of movement. A notable feature of this dance, which can be traced to the rituals of the Negroes in Africa, is an act known as "Shoeing the Mare" (*see opposite page*). In this the man takes the part of a blacksmith and the woman the part of a recalcitrant and difficult mare. Despite the latter's efforts to keep the man from planting the shoe on her foot, the exhibition invariably ends with the successful shoeing of the mare.



Rumba orchestra at Havana's Dos Hermanos Club includes a timbal at left and an African drum at right.

Played with the hands, this tom-tom drum which originated in the Congo gives the rumba its distinctive beat.



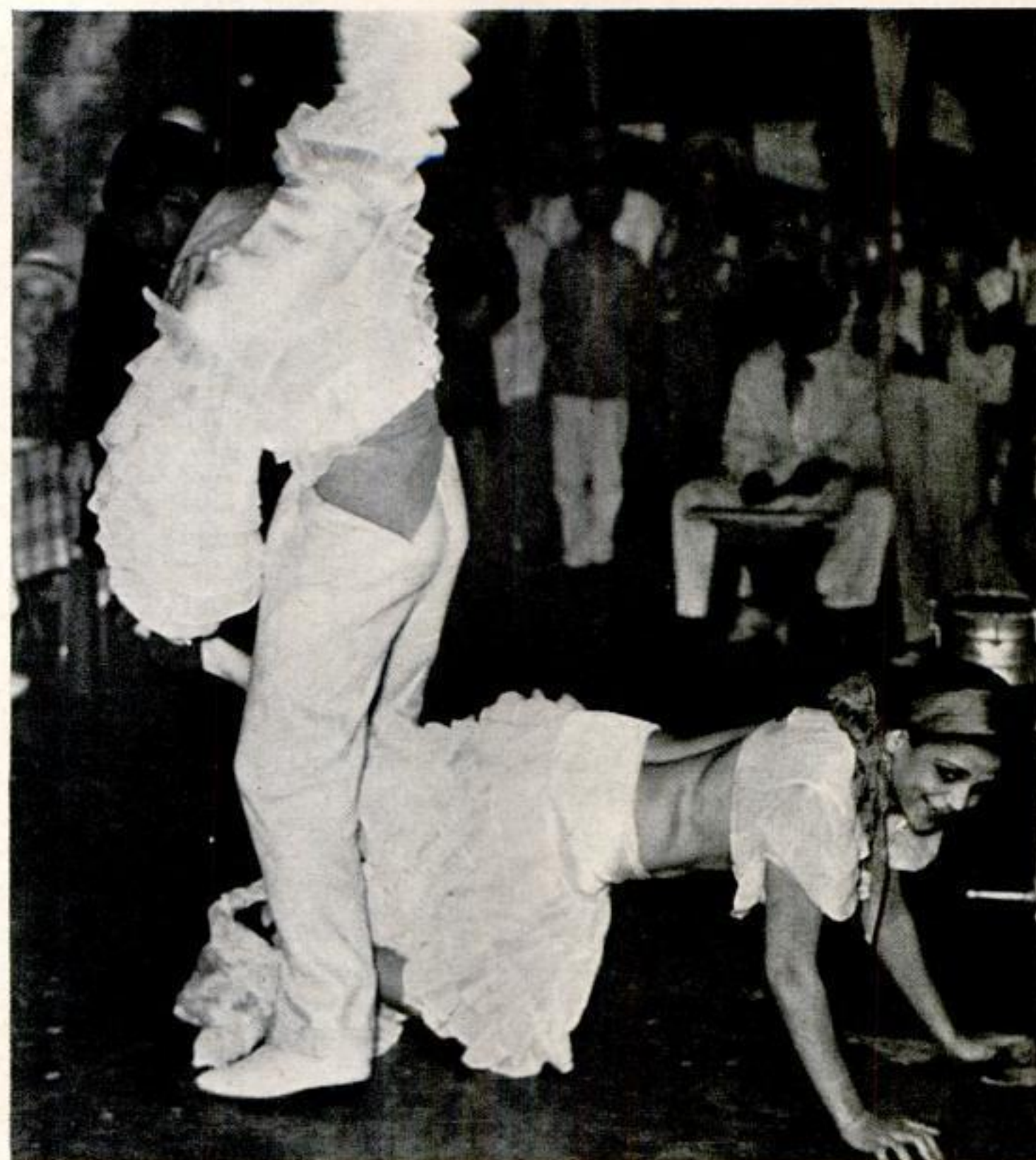
A polite rumba exhibition is given at Havana's Sans Souci Club where this native dance, dressed up and toned down,

is a part of the midnight show for tourists. A combination of the shimmy and an Apache dance, the rumba was in-

troduced to Cuba in the 16th century by African slaves of whom this beflounced and panama'd couple are descendants.



Temporary defeat is suffered by the man in "Shoeing the Mare" as the girl playing the mare kicks him off. Professional teams like this dance chiefly to order of American tourists.



Victory is finally gained by the male who triumphantly shoes the mare. The latter puts up a spirited fight but the conventionalized rhythm of the dance finds her swiftly vanquished.

THIS ELABORATELY DRESSED "MARE" AT HAVANA'S KURSAALS CLUB REGISTERS SUITABLE DISTRESS AS HER MALE PARTNER "SHOES" HER



CONTINUED ON NEXT PAGE

9AM

12M

3PM

5PM

MAKE THE 5-O'CLOCK TEST -
Let your **NERVES** Decide

• MORNINGS typewriter clatter sounds business-like.
• BY NOON the continuous clatter is annoying.
• BUT BY 3 P. M. you're borrowing aspirin from your stenographer—or she from you. • AND BY FIVE noise-battered nerves rebel. Wearily you trudge home—tired not from work, but from typewriter noise. Make the five o'clock test. It's free. Have a Remington Noiseless in your office for one day of efficiency and quiet. You'll be less tired that night!

Remington Rand Inc.
BUFFALO, N. Y.
World's Largest Manufacturer of Noiseless and Portable Typewriters

More Remingtons built and sold in 1937 than any other make.

REMINGTON 65TH YEAR ORIGINATOR OF THE TYPEWRITER

Rumba (continued)

Best-liked female rumba dancers at Havana dance halls like the Kursaals Club are sturdy and shapely mulattoes like the one below. But the male partners who help them entertain tourists are more often than not coal black.



"The Brandy of Napoleon"

REG. U. S. PAT. OFF.

All Courvoisier Cognac Bears this Registered Trade

COURVOISIER COGNAC

You, too, will like it

B4 Proof

F.C.G. IMPORTERS, INC. • NEW YORK

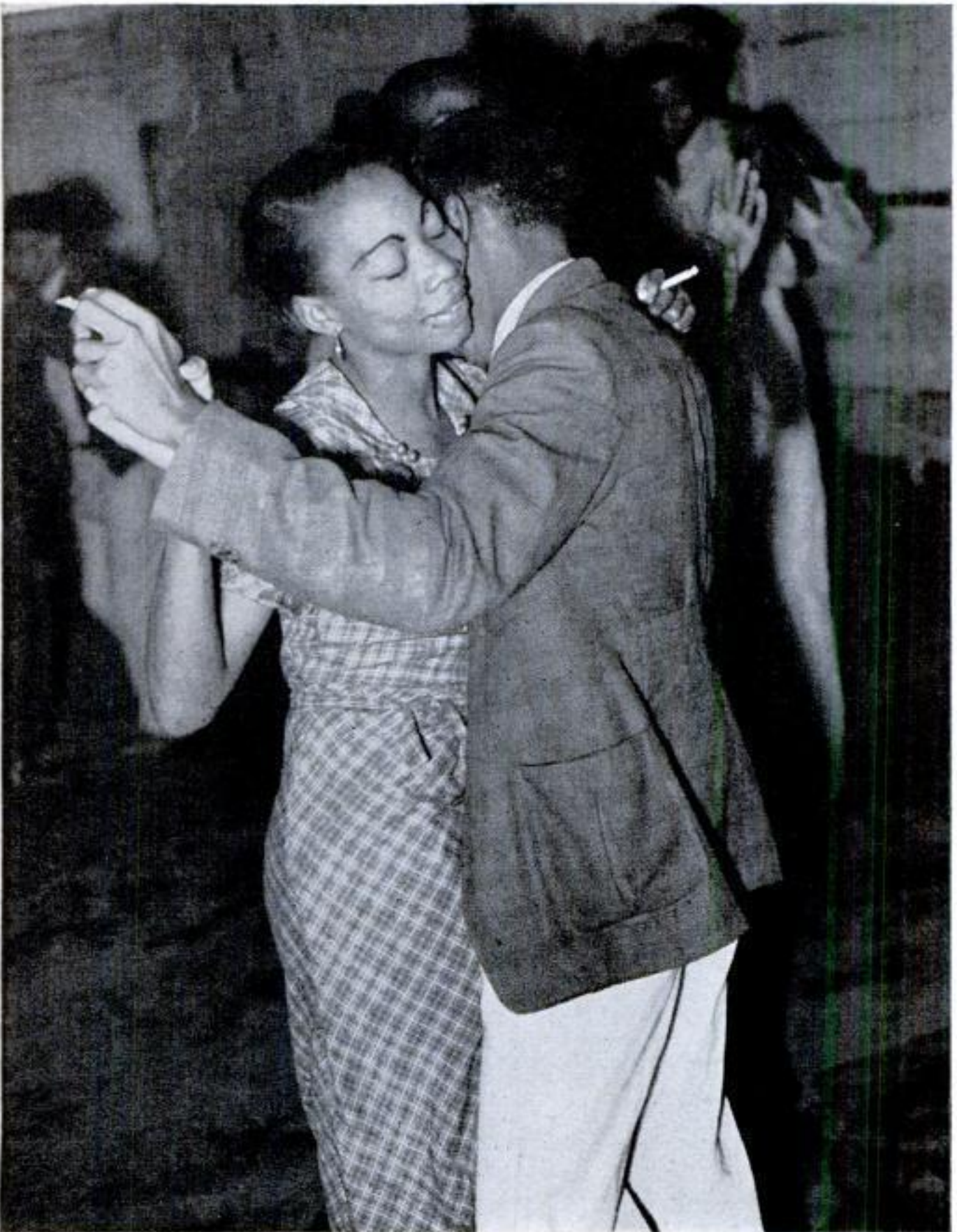
The Editors of *LIFE*
Join the Editors of *TIME*
in presenting

THE MARCH OF TIME

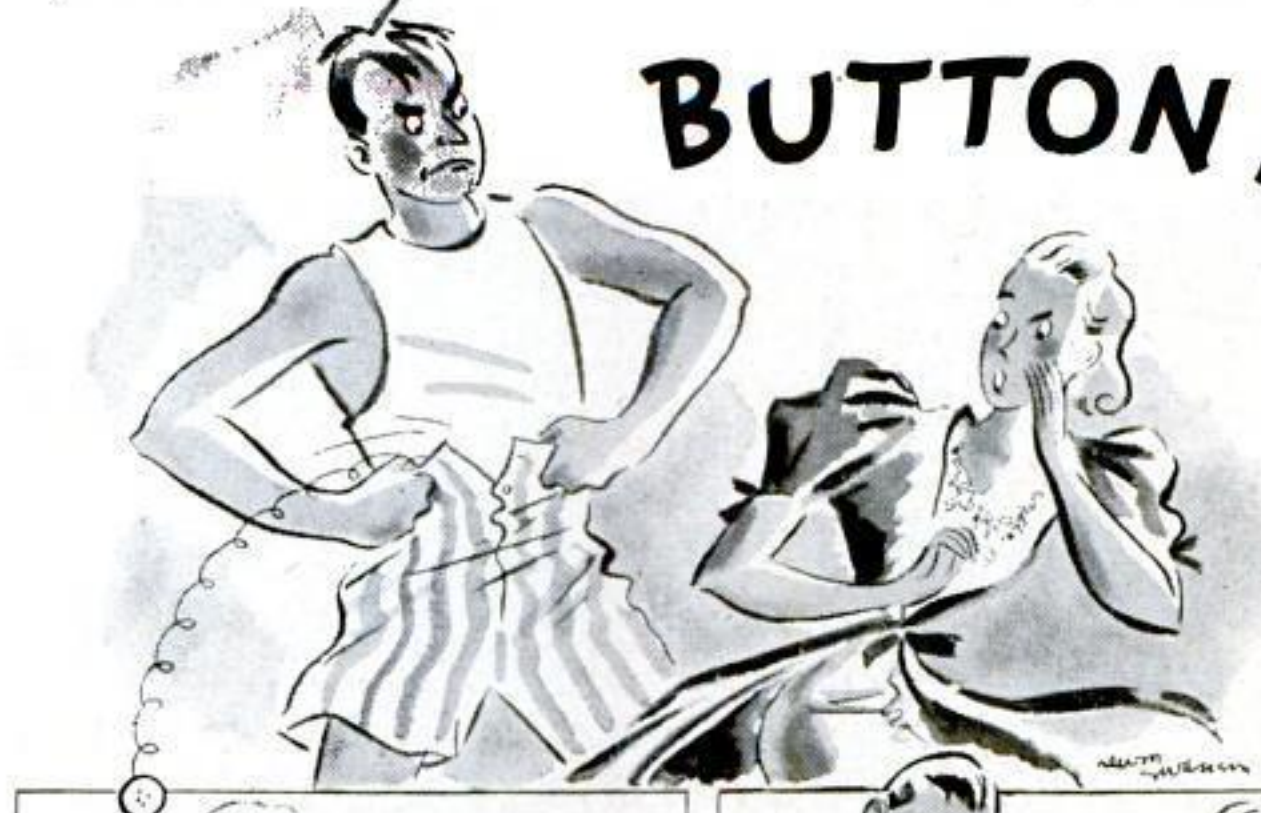
on the air
Every Thursday
8 p. m. E. S. T.
N. B. C.
Blue Network



Not for tourists but simply a place where the natives have fun is La Frita Club where this young Cuban girl is shown dancing now with one partner, now with another. In its less hectic stages the rumba includes steps which are variations of the fox trot and the waltz. Couples at native dance halls like this would no more put on an elaborate act like "Shoeing the Mare" than would U. S. rumba dancers in Arthur Murray studios. For them the rumba is a casual, sentimental way to spend an evening.



There goes another * # ! ☆
BUTTON!



"But then I bought Bob shorts with Grippers . . .

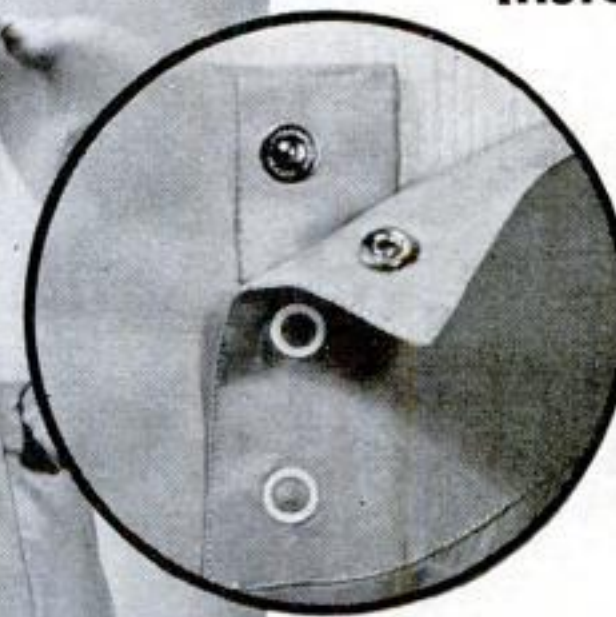


"And now he doesn't have any more button troubles!"

insist on **SHORTS** with . . .

Grippers
Reg. U.S. Pat. Off.

instead of buttons



Grippers are
more
convenient—
and they're
LAUNDRYPROOF

These leading brands of
shorts have Grippers . . .

NOBEL SUPER SHORTS
by Wilson Brothers
AROSNAP SHORTS
by Cluett, Peabody & Co., Inc.
MANSO SHORTS
by Manso, Inc.
ALLEN-A SHORTS
by The Allen-A Company
B. V. D. SHORTS
by The B. V. D. Corporation
SEALPAX SHORTS
by The Sealpax Company
SHORT-EEZ SHORTS
by Superior, Inc.
GOODSNAP SHORTS
by Goodenow Textiles Co.
VARSITY SHORTS
by Varsity Underwear Co.
CREVELING SHORTS
by Johnson and Creveling
MUNSINGWEAR SHORTS
by Munsingwear, Inc.

• Most department stores also carry their own brand of shorts equipped with Grippers. These quality shorts are made by
THE MOSES ROSENTHAL CO.
REGATTA MFG. CO. • SEEGULL MFG. CO.
AINTREE CORPORATION
Canadian Shorts with Grippers include
Arrow, B. V. D., Forsyth, St. James, Lewis.

• Men are enthusiastic about Grippers on their shorts because they're neat and convenient and outlast the garment!

Women praise Grippers because they mean no more buttons to sew on . . . no more torn button holes to mend!

Grippers were created specially for men's shorts. But be sure your shorts have genuine Grippers on them. Genuine Grippers have patented features which make them practically indestructible. The name "Grippers" is stamped plainly on every fastener.

Grippers are approved by the American Institute of Laundering and guaranteed by Good Housekeeping as advertised therein.

SCOVILL MANUFACTURING COMPANY



Button and Fastener Division
Waterbury, Connecticut

COPR. 1938, SCOVILL



\$350 to \$1000

No. 098

**have something
you want inside that no
other pipe can give you**

See that little steeple with the sphere on top of it? It does a whale of a lot for smoking enjoyment. How? This way. First, the smoke, on its way from the bowl to your mouth, passes through the cross-holes in the ball. Particles of tobacco, however, trying to sneak through, are trapped right there, can't get by! Also, *tobacco tar*, being heavier than the smoke, condenses and deposits on the steeple walls. Result: no bitter taste, and a sweet, dry smoke, *actually cooler* than mouth temperature! Give yourself a break: get a Kaywoodie. Kaywoodie Company, New York and London.

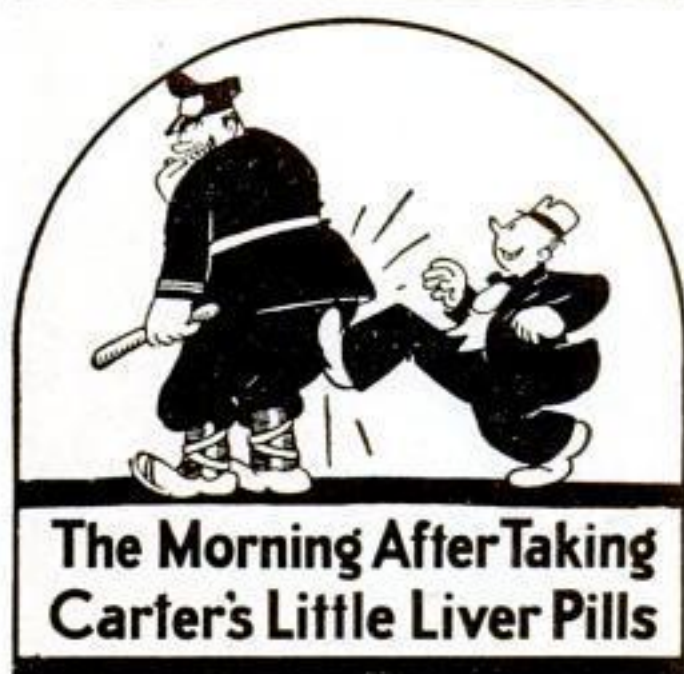
CANADIAN LANDS
Seized and Sold for Taxes

\$27 buys small island
\$67 buys 50 acres, travelled road
\$108 buys 20 acres lake front
\$171 buys half mile river front
\$256 buys 87 acres lake front

Our 21st Annual List, just issued in the form of a 20-page booklet, describes the above and many other choice properties offered at Tax Sale prices. The amount quoted is the full price asked, perfect title, no mortgage. Beautifully situated hunting and fishing camps where there is real sport; summer cottage sites; heavily wooded acreages. Now is the time to invest in Canada's minerals, forests and farms. Small monthly payments if desired. Don't delay. WRITE TODAY for FREE BOOK-LET with full explanation.

TAX SALE SERVICE

Room 644, 72 Queen St. W., Toronto, Canada



PICTURES TO THE EDITORS



1 First thing Nicholas does at station is peer anxiously down the track for the train which is due in half an hour.



2 He sits on one of the station benches to think things over. Picking his nose seems to help him think better.

NICHOLAS WAITS FOR A TRAIN

Sirs:

My nephew, Nicholas Chlopov is 13. A few weeks ago he came to New York from Paris with his parents who had escaped from Russia after the Revolution. On week-ends, Nicholas comes to visit me at Mt. Vernon, just outside New York. On Sunday I take him to the New York, New Haven and Hartford Railroad station to put him on a New York train. As weeks went by, I became fascinated watching his efforts to ward off boredom while waiting

for the train. My work is interior decorating but my hobby is taking pictures. So one Sunday, when I took Nicholas to the station, I also took my camera. These are the pictures I got showing what Nicholas does until the train comes in.

Nicholas still wears European schoolboy clothes and though he speaks four languages, he is easily bored. He likes railroads but thinks American trains less interesting than European.

EDWIN CONRADI

Mt. Vernon, N. Y.



3 Having thought, Nicholas concludes that he needs some exercise, so he starts to climb one of the station pillars.



4 Pulled back from danger, he tosses his cap up in the air and very cautiously leans over the track to retrieve it.



5 Looking for something extremely difficult to do, he walks a tightrope along one of the rails. It isn't nearly so hard a stunt as he first thought it would be.



6 Bored with exercise, he starts to carve a station bench as a sort of mild revenge against the railroad for providing such limited entertainment facilities.

NOW—a Shave Cream made especially for “shave-a-day” men

New-type shave cream ends razor scrape ... sore spots ... pimples

CLIPPING off 40,000 wiry whiskers every day with a sharp blade is tough on any man's face. Unless you use a protective cream like Glider ... your razor will often

nick the tender skin, causing sore spots, irritations.

Glider, made by The J. B. Williams Company, who have been making fine shaving preparations for nearly 100 years, is an entirely new-type shave cream. Spread it on with your fingers—never a brush.

FORMS PROTECTION

Glider forms a thin protective layer on your face between razor and skin. Allows blade to shave swiftly and easily through the most stubborn whiskers **WITHOUT SCRAPING OR PULLING**. Try a tube of Glider today. You'll get a new thrill in shaving. On sale at drugstores everywhere. Only 25¢ for large-size tube.



Glider

Forms Protection
between Blade
and Skin

**“No-Brush”
Shave
Cream**



Character in Shoes

The streamlining of the saddle pattern and the extra thick (yet light in weight) plain red rubber sole give this oxford individuality among the Saddle Types—so much in demand this season in the American colleges. You'll appreciate the lively feeling this sole gives to your feet.

The Sportsman, as illustrated, No. 6519 at \$6.75

THE Taylor-Made SHOE

Built by E. E. TAYLOR CORP., Boston, Mass.
STANWELL styles \$5. CRAFTSMEN styles \$6. O-SO-EZ-E styles \$6.75 up



"GRAND FLAVOR, YES?"

"YES, AND GOOD FOR YOUR TEETH, TOO."

CHEW WITH A PURPOSE

ORALGENE is a firmer, "chewier" gum. Gives teeth needed exercise. Contains milk of magnesia (dehydrated). Helps to mouth-freshness.

In the modern package



Beech-Nut
ORALGENE
Chewing Gum
FOR THE TEETH

Each piece individually wrapped

ORALGENE

a delicious new
BEECH-NUT product



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How Many _____

Amount Enclosed \$ _____ (Check or Money Order)

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PICTURES TO THE EDITORS

(continued)



7 Carving benches is dull. He studies a poster of the stage hit, *The Women*.



8 Reading posters is less fun, however, than drawing mustaches on them.



9 He finds something interesting on back page of somebody else's paper.



10 Then he remembers he had had a slingshot in his pocket all along.



11 When the train pulls in, he dashes up to make sure he will be first on. Then he has to back down as he sees an alighting passenger come down the aisle.

Fourth time around!

As the March of Time swings into its fourth year, it is being shown on the screens of eleven thousand theaters throughout the world.

It has been given the highest award of the Academy of Motion Picture Arts and Sciences... "for having revolutionized one of the most important branches in the industry - the newsreel." It has been called "the most significant cinema development since the invention of sound."

During the past three stirring years in 38 issues, the March of Time has chronicled history in the making. Among the 114 memorable stories it has told on the screen, the March of Time three years ago (1935-36 series) recorded Japan's invasion of Manchukuo, NRA's screaming Blue Eagle, Huey Long's rabble-rousing, Mussolini's conquest of Ethiopia, Townsend's pension plan...Two years ago (1936-37 series) the birth of John L. Lewis' CIO, TVA's clash with utilities, Britain's re-armament, Chiang Kai-shek's kidnaping...Last year (1937 series) Roosevelt's Court reform, war in Spain, the U.S. Dust Bowl, and Japan's conquest of China.

As time marches on through the months and years ahead...what governments will fall, what nations be conquered, what dictators, wise men, statesmen, fools, will stride across the world's stage? Whoever they are, whatever they do, the March of Time will show them and their works, month by month in motion pictures - will record what is happening in the world and to the world - will show what these events mean and what they portend - show them in the perspective of contemporary world history. Time Marches On!

THE MARCH OF TIME

Produced by the EDITORS OF LIFE AND TIME



NOW SHOWING MONTHLY IN 11,072 THEATRES THROUGHOUT THE WORLD



With Independent Tobacco Experts..
WITH MEN WHO KNOW TOBACCO BEST

*It's Luckies
2 to 1*



HERE are the facts! Sworn records show that among *independent* tobacco experts, Lucky Strike has *twice* as many exclusive smokers as have all other cigarettes put together. These men are auctioneers, buyers and warehousemen. They deal with all, but are not connected with any manufacturer. They *know* tobacco from A to Z...and they smoke Luckies...2 to 1!

Remember, too, that every Lucky Strike gives you the throat protection of the exclusive process, "It's Toasted." This process removes certain harsh irritants present in all tobacco, and makes Lucky Strike a light smoke—easy on your throat.



Have You Heard
the Chant of the
Tobacco Auctioneer

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